

THE

Publishers' Weekly

THE AMERICAN
BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

The American Literary Gazette and Publishers' Circular.

[ESTABLISHED 1852.]

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VOL. LXXIX., No. 24. NEW YORK, June 17, 1911 WHOLE No. 2054

"'Tis life, that's what it is," commented Solomon, heaving a sigh that burst a button-hole in his blue shirt. "An' what's mo' than life, it's marriage. I've known a man to throw himself into the river from sheer love before marriage, an' two weeks arter the woman had taken him, to fall out with her because she'd put too much shortenin' in his pie-crust."

"It's all love befo' marriage and all shortenin' arterwards," observed Betsey Bottom with scorn.

The MILLER OF OLD CHURCH

By ELLEN GLASGOW

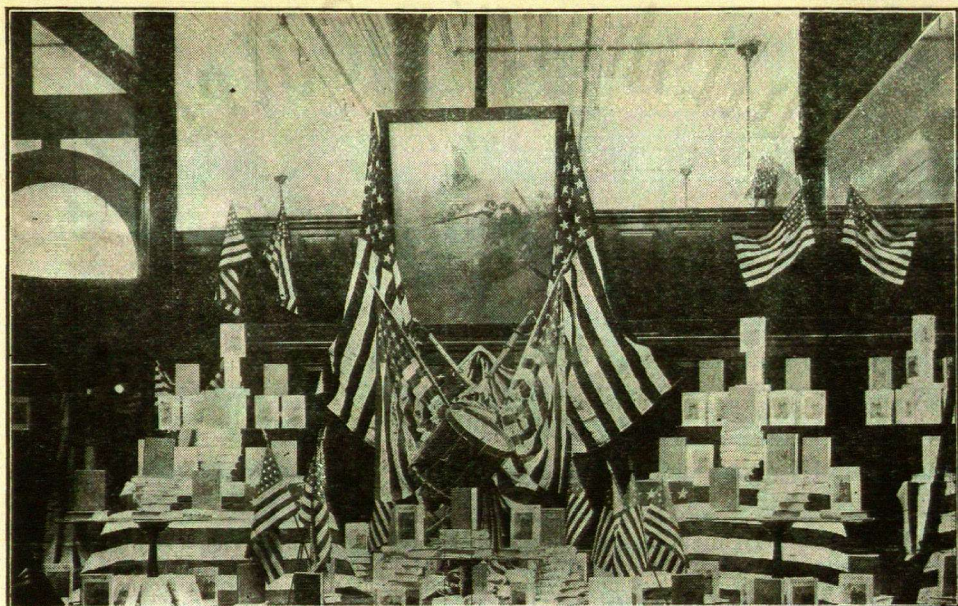
Author of "The Voice of the People," "The Battleground,"
etc., etc.

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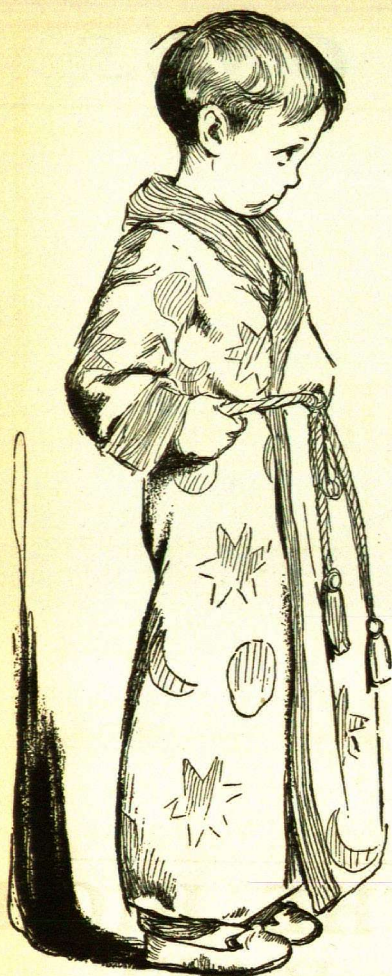
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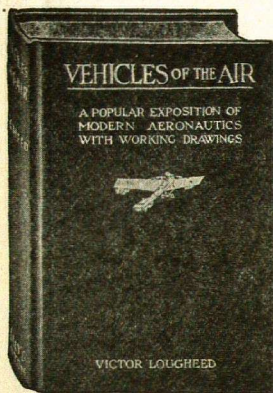
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| IV. Aeroplane Details. | XI. Materials and Construction. |
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THE ANNUAL BOOK FAIR

Will be held at

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FROM JULY 5th TO 15th

ALL publishers have representatives at the Book Fair with a complete line of samples, and it is a great advantage to the buyer to be able to see their goods all displayed under one roof at one time, to compare prices and competitive lines. Buyers from all over the country should be present whether ready to place their order or not. More than one hundred buyers attended last year, and it is hoped that the number will be doubled this year.

Remember the Date

July 5th to 15th

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Nothing doin'



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Taft
will Play
Golf
this summer.**

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Individuals who intend to enter any of the Games as outlined in the program and wishing to be absolutely sure of winning the prize in the event which they enter can make arrangements by "Seeing" one of the committee men.

The committee, with three exceptions, have made a "Gentlemen's" agreement, as to the rates. George Sully, Jack Hopkins, and Dave McKay are not in the combine, and wish to state that they can offer special inducements.

"COMMITTEE"

For the West

E. H. Lapham
L. H. Wells
F. S. Hale
S. C. Britton
E. F. Brewster
Herbert Gould
E. W. Reynolds
F. K. Reilly
Duke Hill
W. P. Blessing

Opposed to the West

Geo. Sully
E. A. Pitman
F. T. J. Nunan
J. H. Hopkins
L. R. Matlack
Dave McKay
Herman Kleinteich
W. S. Lewis
Sol Abbott
W. J. Barse



Der Programm

A. M. TRANSLATED ON THE GROUNDS

9:30—Baseball. The East (Captain L. R. Matlack) vs. The West (Capt. S. H. Darst). Umpires, F. K. Reilly and A. D. McMullen (who ever heard of a German umpire).

11:30—Golf. Long Driving Contest. Prize, Silver cup.

11:30—Croquet. Fats (Capt. E. C. Ketcham) vs. Leans (Capt. E. M. Leavens).

11:30—Mumblety-Peg Contest. Publishers (Capt. A. L. Burt) vs. Peddlers (Capt. Billie Lee).

P. M.

12:30—Eats. Chicken Dinner, Handicap Event. The East (Capt. J. H. Hopkins) vs. The West (Capt. Herbert Gould).

1:45—Look pretty—goin' to have your picture tookin.

2:00—Golf. Blind Bogey Handicap—18 holes. Prize, Silver Cup.

2:00—Indoor—Outdoor Ball Game—For buyers only. The East (Capt. Allen Pitman) vs. The West (Capt. E. H. Lapham). Prizes, anything they want.

2:30—Tennis Tournament. Chicago (Capt. E. W. Reynolds) vs. New York (Capt. Herman Kleinteich). Prize, A racket (not racquet).

2:30—Pinochle Contest. Postponed from last year. Gene skipped out and Arthur failed to show up.

4:30—Approaching and Putting Contest. Prize, Silver Cup.

5:00—Running Races. 100-yard dash and Fat Man's Race (over 200 lbs.).

5:30—Pole Vault.

6:00—Dinner. The East (Capt. J. H. May) vs. The West (Capt. E. F. Brewster).

7:00—Presentation of Prizes with cute remarks by Fritz Nunan.

7:30—More Pinochle.

7:30—Cards (Highfliers).—Cards (Pikers).

8:00—Music. Charlie Canner and The Annex Quartette. Arthur Caldwell at the piano



INVITATION

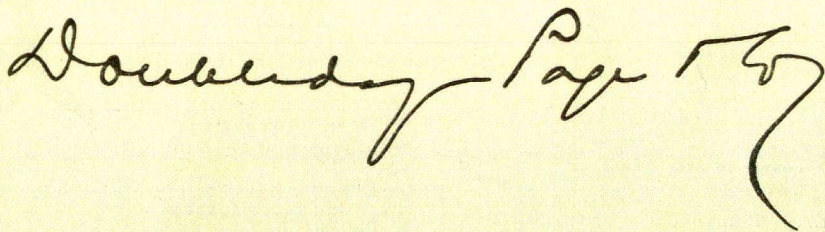
To Every Bookseller

GARDEN CITY:

We hope you will give us the pleasure of coming to see us at Garden City whenever you can. If you'll let us know in advance, we'll send you a time-card of the convenient trains for this short trip and we'll endeavor to make your visit interesting.

NEW YORK:

If it is not convenient for you to come to Garden City, you will find our city offices in New York, at 11 and 13 West 32d Street. We have a complete sample room and will take care of your needs there, if that place is more convenient for you.

A handwritten signature in cursive script, reading "Doubleday Page" followed by a stylized flourish.

AT COUNTRY LIFE PRESS

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The Men Who Found America

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Illustrations in color by E. Roscoe Shrader.
Cloth, 8¾ x 11¼ inches \$1.50

In addition to the above Big Sellers are many juveniles and miscellaneous books of equal merit, and bound to be popular.

Catalogue of the line appears in the *Trade List Annual*. Check up your stock and send us an order. The prices and discounts are right for you to make a handsome profit.

Don't forget the "Service Books." The most popular volumes of verse to-day and coming stronger all the time.

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NEW YORK




The special attention of the trade is called to the underlined part of this announcement

Annual Library Index 1910

THE ANNUAL LIBRARY INDEX for 1910, just published, has been made a much more important volume than heretofore. The number of periodicals indexed is now 123, covering most of those included in the five-yearly Poole's Index and not covered heretofore in any of the Annual Indexes. The volume also includes the Index to General Literature, or Essay Index, supplementing the five-yearly A. L. A. Index; the bibliographic record of 1910; and the necrology of authors deceased in 1910. The index to dates, affording a clue to the contents of daily newspapers, not otherwise obtainable, is a feature of great usefulness.

To these usual divisions, there is continued the select list of all the more important public and semi-public libraries in the United States and Canada, which includes this year fully 1200 entries, giving the location, name, librarian's name, number of volumes, accessions in the past library year, annual income and expenditure. Under each state is also given the information as to its library commission, library association and library clubs.

 An entirely new feature in this volume is a list of Private Collectors of Books in the U. S., with mention of the specialty in collecting of each individual. It contains over 1200 names and addresses arranged geographically, and represents a year's work in gathering the material from well posted correspondents in all parts of the country.

The price is \$5.00 net

Office of THE PUBLISHERS' WEEKLY

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Camping for Boys

H. W. GIBSON

Fully 25,000 boys lived under canvas last summer. They and the men who conduct camps need a complete handbook telling how to select a site, build fires, cook, insure proper sanitation, care for the sick, give first aid to the injured, check up the list of necessary articles, play rainy day games, etc. No complete authoritative book of this kind has been issued by any publisher till now. Mr. Gibson has written out of a twenty-year experience and some of the chapters have been revised by other experts. Each chapter has a choice bibliography. The illustrations are in half-tone and line. The book is bound in canvas and is of pocket size. It will be used and recommended by the Boy Scouts. Teachers, pastors, parents, in fact, every one interested in boys will want the book. So will the boys. \$1.00.

At Home in the Water

G. H. CORSAN

Swimming, diving, life-saving, water sports. More value for less money than can be found in any other book of the kind. Charles M. Daniels, champion swimmer of the United States, writes in *The Playground*: "The methods of illustrating are the best that can be devised and the pictures convey an extremely clear idea of what is meant. Mr. Corsan's book stands with the best, of which there are few, as a most complete work." Cloth, 75 cents; paper, 50 cents.

From Youth into Manhood

WINFIELD S. HALL

The standard book on Sexual Hygiene

"We are buying these books in sufficient number to have every boy in school read them. Our experience has been that a subject of this kind read has more lasting effect than when given in the form of lectures."—R. P. Davidson, Major and Commandant Northwestern Military Academy.

"Is is the only book of this order which I should care to recommend as entirely safe to put into the hands of growing boys."—Professor G. Walter Fiske, Oberlin. Cloth, 50 cents.

Boy Life and Self Government

G. WALTER FISKE

A natural history of the boy-animal. A sympathetic interpretation of the boy-soul. Needed by every parent, teacher and helpful friend of growing boys. Subjects treated: Boy Life and Race Life; Instincts; The Struggle for Manliness; Clubs; Self-Government; The Boy's Religion; The Boy's Home, etc. Cloth, \$1.00.

Life Questions of High School Boys

J. W. JENKS

The distinguished Cornell professor and U. S. Immigration Commissioner has given here brief discussions of Habit, Cheating, Societies, etc., in a way that starts the boy thinking in the right direction without repelling him by dogmatic statements. Cloth, 40 cents; paper, 25 cents.

Social Activities

A. M. CHESLEY

An illustrated receipt-book showing how to cook up and season evenings of fun so that there will be no bad taste in the mouth or in the brain next morning. Hundreds of new stunts and new ways to do old ones, games, circuses, what not. At the top of each page is a quotation, old or new, all pointed. These alone are worth the price of the book for use on place cards, birthday gifts, etc. Directions for observing various holidays. Outdoor amusements. Cloth, \$1.00.

Immigrant Races in North America

PETER ROBERTS, Ph.D.

An illustrated study of the home environment and historic background of the twelve chief nationalities from which immigration is drawn. A handy dictionary of human derivations. Full bibliographies. Cloth, 50 cents.

English for Coming Americans

PETER ROBERTS, Ph.D.

This is the name given to an elaborate, widely successful system (adapted from F. Guion) by which thousands have been taught to speak and write English. The chief items in book form are the *English Reader* (50 cents) which treats of History, Government and Geography as well as language; and the *Teacher's Manual* (50 cents).

Out of the Fog

C. K. OBER

An illustrated story of the sea. Introduction by Dr. Wilfred T. Grenfell, who advised the publication of the book.

A fact-story written with the imaginative insight of the artist in fiction. After years of service, now culminating in the notable life-work conferences for students, the author looks back to the sea adventures of young manhood. He describes, with a tense directness that holds the reader, the terrific week spent in a fog on midocean, with no food or fresh water. The answer to his prayer for help led to his conversion. The late Professor James would have delighted in the psychological accuracy with which the soul's progress is delineated. But the method is pure narrative—not scientific and not dogmatic. Boards, 50 cents.

Men and Religion

The manual of the forward movement in behalf of the religious life of the men and boys of North America, carried on by Brotherhoods, Sunday-schools and Associations. Third large edition now in press. Cloth, 50 cents.

Negro Life in the South

W. D. WEATHERFORD, Ph.D.

Written from the Southern man's point of view. Praised in the *Outlook* by Booker Washington. A Southern college professor writes, "Five thousand men with this knowledge and this spirit would solve the race problem in twenty years." Cloth, 75 cents.

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The Publishers' Weekly

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One year, postage prepaid in the United States, \$4.00; foreign, \$5.00.

Single copies, 10 cents; postpaid, 12 cents. Educational Number, in leatherette, 50 cents. Christmas Bookshelf, 25 cents. Extra copies of the numbers containing the three and six months' Cumulative Lists, 25 cents each, to subscribers only. The Annual Summary Number is not sold separately.

Advertising Rates

One page.....	\$25 00
Half page.....	14 00
Quarter page.....	7 00
Eighth page.....	4 00
One-sixteenth page.....	2 00

The above rates are for unspecified positions. Special rates for preferred positions (full pages only).

Higher rates are charged for the Annual Summary Number, Summer Number, Educational Number and Christmas Bookshelf.

Under "Books for Sale," or for other small undisplayed advertisements, the charge is 10 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line. See under "Books Wanted" for special rates to subscribers.

Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

Published by the R. R. BOWKER COMPANY
R. R. BOWKER, President and Treasurer. FREMONT RIDER, Sec'y
PUBLICATION OFFICE, 298 BROADWAY, NEW YORK CITY.

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DOUBLEDAY, PAGE & COMPANY extend a cordial invitation to all booksellers who happen to be in New York to come out and visit them at their new plant in Garden City. Let them know when you wish to come and they will send you a time-card of trains and will endeavor to make your trip one of interest.

FRANK L. WILES publishes "The Yachtsman's Annual Guide and Nautical Calendar for 1911," an invaluable work of reference for the yachtsman or motor-boat owner, containing over three hundred pages full of thor-

oughly up-to-date information. Since 1878 this publication has come annually with the yachting season.

IN reply to numerous requests, we would say that the American Catalog for 1908-10 is already three-quarters printed, and should appear about July 1. Only those familiar with bibliographical work can fully appreciate the immense amount of labor involved in a cumulative index of this magnitude and intricacy.

VICTOR LOUGHEED'S "Vehicles of the Air," which has proved its worth, is now ready in a third edition, revised to June 1, 1911. Its 550 pages contain 500 subject headings, 200 definitions of aeronautical terms, and a great number of half-tones and drawings. The book has been adopted by foremost educational institutions as a text-book or work of reference. The Reilly & Britton Company are the publishers.

FIVE stirring juveniles come from Hurst & Company. "The Border Boys on the Trail," by Fremont B. Deering; "The Motor Rangers' Lost Mine," by Marvin West; "The Bungalow Boys," by Dexter J. Forrester; "Frank Armstrong's Vacation," by Matthew M. Colton; and "The Dreadnought Boys on Battle Practice," by Captain Wilbur Lawton. All are lavishly supplied with the sort of adventure that is a never failing joy to young Americans.

W. J. WATT & COMPANY announce a new novel by Grace Miller White, author of "Tess of the Storm Country." The title of the new book will be "From the Valley of the Missing," and the action takes place in the Ithaca that Mrs. White knows so well. Owing to the large advance orders, the publishers have been obliged to make a second printing before publication. "The Lighted Match," the title of the new novel by Charles Neville Buck, is another recent Watt publication. Mr. Buck's previous book, "The Key to Yesterday," was extremely successful, but the publishers look for even greater popularity for the new book. R. F. Schabelitz has illustrated "The Lighted Match" in his inimitable manner.

THE ASSOCIATION PRESS advertise "live books for definite use." There is a handbook on "Camping for Boys," by H. W. Gibson; an illustrated receipt book, giving, beside the new dishes to cook, all manner of new ways to entertain. It is by A. M. Chesley and is called "Social Activities." "At Home in the Water" is a book for all who love water sports; and in "From Youth into Manhood," by Winfield S. Hall, the boy finds everything necessary for good health. Two other books for boys are "Boy Life and Self Government," by G. Walter Fiske; and Professor J. W. Jenks, of Cornell, has written "Life Questions of High School Boys." "Immigrant Races in North America," "English for Coming Americans," "Out of the Fog," an illustrated story of the sea, and "Men and Religion," by many distinguished authorities on the problems of the day. "Negro Life in the South," by W. D. Weatherford, completes an unusually interesting list.

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (2mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Bennett, Enoch Arnold.

Leonora. N. Y., Doran, '11. (Je17)
362 p. D. \$1.20 n.

Leonora of Five Towns is thinking, on her fortieth birthday, that she has lived a humdrum, unromantic life in quiet wealth with her three daughters and a husband from whom she has grown apart. Romance comes to her when her husband's former partner's son returns from America, a successful and dominant man. How he and Leonora conquer the evil tendencies of their affection and control the new tumult of their hearts is most interestingly told. To find a character in a modern novel whose ideas of right over wrong rule, and rule so strongly that even when she, by the death of her husband, is, in a sense, free, she still makes her inclinations and emotions subserve her sense of duty, and to find a man who agrees with her—this is a worthy literary novelty.

Bisbee, F: Adelbert.

Summer flight. Bost., Murray Press,
[359 Boylston St.,] '11. (Je17) c. 13+370 p.
il. 12°, \$1 n.

This is a recital of the meeting of the World Congress of Free Christianity and Religious Progress, in Berlin, during the summer of 1910. More than two thousand delegates were drawn together from all over the world. Thirty nationalities and more than sixty religious sects were represented. They travelled under the sprightly nick-name of "angels."

Butler, N: Murray.

Philosophy. N. Y., [Lemcke & B.,] '11.
(Je17) c. '08. 7+51 p. D. \$1 n.

The president of Columbia University outlines the subject of philosophy, its subject-matter and its method, differentiating it from science, and cutting away the odd and unfitting scientific garments in which some contemporary writers have sought to clothe the study.

Cecilia, Madame.

The training of children and of girls in their teens. N. Y., Benziger, '11. (Je17)
c. 118 p. D. 75 c. n.

By the author of "Home truths for Mary's children," "At the feet of Jesus," "Convert's guide," etc. The writer is Religious of St. Andrew's Convent, Streatham, London, S.W. This book is based on the principles governing convent discipline with its remarkable results. The main idea is "that free-will is not the liberty to do whatever one likes, but the power to compel oneself to obey the laws of right."

Colville, Fk. M.

Oklahoma poems, and other verse. [Oklahoma City, Warden Pr.,] '11. (Je17) c.
64 p. por. 8°, \$1.

Cross, G:

The theology of Schleiermacher; a condensed presentation of his chief work, "The Christian faith." Chic., Univ. of Chic., '11. (Je17) c. 344 p. D. \$1.50 n.

Schleiermacher's "Der Christliche Glaube," published three-quarters of a century ago, was an epoch-making work. He first grasped clearly the significance of the evangelical revival of the 18th century and pointed out the way to the modern theological reconstruction. The original work runs to over 1200 pages, and the few fragments that have been translated are out of print. This book attempts to give an essential summary of it and of Schleiermacher's own place in theological thought. Index.

D'Alcho, Alice.

The queens of Roman England and their successors; with 22 reproductions from scarce portraits and engravings. Bost., Everett Pub., '11. (Je17) c. 139 p. O. \$2.

The periods studied are three, with the little-known queens of each. In the Roman period sketches are given of Cartimandua, Boadicea, Helena and Helena of Eudua; in the Saxon period, Rowena. Three Guenevers, Bertha, Quendrida, Queens of Alfred's Court, Emma and Edith; in the Norman period the Matildas of Flanders, Scotland and Boulogne are studied.

Fillmore, Parker Hoysted.

The young idea; il. by Rose Cecil O'Neill. N. Y., J: Lane, '11. (Je17) c.
341 p. D. \$1.25 n.

Various chapters of this book have appeared in slightly different form in *Everybody's*, *Hampton's*, *Delineator*, *American* and *Smith's*. Margery, a very human little girl whose mother, with nerves, brings her up on a varied and constantly changing programme, "does things" with good little Willie Jones next door, whose mother is of the ethically sympathetic kind, whose children flourish on mental suggestions of love, obedience and harmony. The author will be remembered for the "Hickory limb."

Fuller, C: H., Company's directory of leading publications. v. XXII, 1910-1911. Chic., C: H. Fuller Co., 378-388 Wabash Ave., '11. (Je17) 668 p. maps, S. leath., \$2.

Gabrini, Rev. Fs.

Meditations on the Blessed Virgin; tr. from the German. New ed., rev. and ed. by Bp. Alex. MacDonald. N. Y., Christian Press Assn. Pub., '11. (Je17) 384 p. 12°, \$1 n.

Griffith, Ira S:

Wood-working for amateur craftsmen. Chic., Popular Mechanics Co., '11. (Je17) c. 121 p. il. D. (Popular mechanics handbooks.) 25 c.

Grover, Delo Corydon.

The volitional element in knowledge and belief and other essays in philosophy and religion; introd. by Fs. J. McConnell, D.D. Bost., Sherman, French, '11. (Je17) c. 167 p. O. \$1.20 n.

Author is Dean of Scio College, professor of philosophy and religion. The philosophic principles of these essays are in kinship with the Borden P. Bowne beliefs. The total effect of reading this book will be to guard against the extremes and aberrations of the pragmatist movement, and should result in intellectual strengthening and doctrinal upbuilding of believers.

Haney, Lewis H:

History of economic thought; a critical account of the origin and development of the economic theories of the leading thinkers in the leading nations. N. Y., Macmillan, '11. (Je17) c. 17+567 p. (5 p. bibl.) D. \$2 n.

The author is associate professor and chairman of the School of Economics of the University of Texas, and has written a "Congressional history of railways." This book is written to serve as a text-

book for advanced students. This is a critical account of the development of economic thought in the leading nations of the Occidental world. The division of the subject is under the following subject headings: Economic thought before the science of economics; Evolution of economics as a science; Recent leading schools, in Germany, Italy, Austria, England, France and the United States. Index.

Heyse, Paul Johann Ludwig.

Vetter Gabriel; nouvelle; ed., with introd., notes and vocab., by Rob. N. Corwin. N. Y., Holt, '11. (Je17) c. 11+216 p. S. 35 c.

The editor is instructor in Sheffield Scientific School of Yale University.

Hoffman, F. L:

Insurance science and economics; a practical discussion of present-day problems of administration, methods and results. Chic., Spectator Co., '11. (Je17) c. 13+5-366 p. 8°, \$3.

Holland, Rupert Sargent.

The boy scouts of Birch-bark Island; with il. by Herb. Pullinger. Phil., Lippincott, '11. (Je17) c. 292 p. D. \$1.25 n.

This book recounts the adventures of a troop of twenty-five Boy Scouts, who leave New York for a week's camp on an island in the Connecticut River. The story is full of the flavor of woods and water, and is packed with wholesome adventures. It follows the rules of Boy Scouting as laid down by General Baden-Powell and Ernest Thompson Seton.

Hurd, Rukard.

Hurd's iron ore manual of the Lake Superior district; with values based on 1911 prices and guarantees at Lake Erie, method of determination of prices, premiums and penalties, tables of values and statistical data. St. Paul, Minn., F. M. Catlin, ['11.] (Je17) c. 162 p. il. map, 8°, \$7.50.

Ingersoll, Ernest.

Animal competitors; profit and loss from the wild four-footed tenants of the farm. N. Y., Sturgis & W., '11. (Je17) c. 7+317 p. il. D. (Young farmers' practical lib.) 75 c. n.

This last addition to this series by the editor here tells of the furry, four-footed competitors against whom the farmer must contend. The first aim of the book is to explain methods of preventing ravages by rodent pests, with directions for poisoning, trapping, etc.; the second is to treat of the proper method of keeping and cultivating in captivity animals whose pelts are valuable. Index.

Johnson, A. P., ed.

Library of advertising. In 6 v. v. 1, Fundamental principles, advertising mediums; v. 2, Mail order advertising mediums and methods; v. 3, Department store and retail advertising. Chic., Cree Pub., [509-11 Harvester Bldg., '11.] (Je17) c. il. col. pl. 4°, per set, \$30.

Jordan, D. Starr.

The stability of truth; a discussion of reality as related to thought and action. N. Y., Holt, '11. (Je17) c. 180 p. D. (American nature ser.; Group 4. The philosophy of nature; ed. by V. L. Kellogg.) \$1.25 n.

The subject of this series of books is the consequences of recognizing and adopting in our daily life the knowledge of science, especially the science of living things, biology. The application of the knowledge of living things to the conduct of human life will be the most conspicuous line of thought in the list of titles of the series. This first book represents

the substance of a course of lectures delivered on the John Calvin McNair Foundation, in the University of North Carolina, Chapel Hill, N. C. Index.

Kimball, Arth. Lalanne.

A college text-book of physics. N. Y., Holt, '11. (Je17) c. 9+692 p. O. \$2.75.

Author is professor of physics in Amherst College. The physical rather than the mathematical method has been preferred in giving definitions and explanations. A picture of conditions and this association with the symbols of a formula are the main lines of original presentation in the book. Another book by the author is "Physical properties of gases." Index.

Kindergarten lessons for church Sunday schools; a manual for the instruction of beginners; prepared for the Sunday School Commission, Diocese of New York. Milwaukee, Wis., Young Churchman, '11. (Je17) c. 32+148 p. D. 75 c. n.

Knott, J. O.

Seekers after soul. Bost., Sherman, French, '11. (Je17) c. 208 p. O. \$1.20 n.

"The men whose lives and labors are particularized in this book have been earnest seekers after that spiritual Something which lies back of mere matter, but which is manifested in and through matter."—Preface. Soul is used in its widest sense, as rational, spiritual and immortal in man and in the universe. The seekers considered are: Job, Plato, Kant, Hegel and Browning.

Lamb, C:

Elia; ed. for school use by G: W. Benedict. Chic., Scott, Foresman, ['11.] (Je17) c. 339 p. S. (Lake English classics.) 35 c.

This book is edited for school use by the associate professor of English in Brown University. Notes.

Laselle, Mary Augusta.

Dramatizations of school classics; a dramatic reader for grammar and secondary schools. Bost., Educ. Pub. Co., ['11.] (Je17) c. 160 p. il. pls. 12°, 50 c.

Lawrence, Edn. Gordon.

Speech-making; explicit instructions for the building and delivery of speeches. N. Y., A. S. Barnes, '11. (Je17) c. 7+256 p. D. \$1.25 n.

By the author of the "Powers of speech," "Lawrence Reader and speaker," etc. The construction and delivery of speeches is here considered under the following headings: Construction, Analysis, Composition, Delivery. Examples of divisions of a speech. Examples of complete speeches, Pulpit oratory, Selected speeches. Notes. Index to subjects; index to quotations.

Lockwine, Alexandra Augusta Guttmann, ["Biddy," pseud.]

Camping, by Biddy, known in real life as Alexandra G. Lockwine. N. Y., Advertisers Pr., ['11.] (Je17) c. 182 p. il. pls. 12°, \$1.

Lockwood, Laura Emma, and Kelly, Amy R., comps. and eds.

Specimens of letter-writing. N. Y., Holt, '11. (Je17) c. 41+274 p. S. (English readings.) 75 c.

The first editor is associate professor of the English language in Wellesley College; the second is instructor in English composition and language in Wellesley College.

Luther, Mark Lee.

The sovereign power; with il. by Chase Emerson. N. Y., Macmillan, '11. (Je17) c. 324 p. il. D. \$1.30 n.

Author of the "Crucible," "Henchman," "Favor

of princes," etc., writes another story of love and adventure, dealing with fair maidens and aeroplanes as "sovereign powers." The scene opens at Rheims during the aviation meet of 1909. The plot deals with the attempts of a European prince to regain a feudal heritage. His ideals mediæval, to obtain his objects he employs two very modern factors—an American girl and an aeroplane. An American aviator, Oliver Page, is the real hero, and through Paris, Lake Como, Riviera, Dalmatia and Montenegro we breathlessly follow his adventures.

MacDonald, Bp. Alex.

Religious questions of the day; or, some modernistic theories and tendencies exposed. N. Y., Christian Press Assn. Pub., '11. (Je17) 329 p. 12°. (Religious questions of the day.) \$1 n.

Marshall, W: I:

Acquisition of Oregon and the long suppressed evidence about Marcus Whitman. In 2 v. Seattle, Wash., Lowman & Hanford Co., '11. (Je17) c. por. 8°, \$10.

Matcham, Mary Eyre.

The Nelsons of Burnham Thorpe; a record of a Norfolk family comp. from unpublished letters and note-books, 1787-1842; with a photogravure front. and 14 other illustrations. N. Y., J: Lane, '11. (Je17) 306 p. O. \$5 n.

The publication of this new biography by the author of a "forgotten John Russell" is due to the suggestion that, "in so far as it relates to the distinguished member among them, it supplies a slight link between those works dealing with the public career of Admiral Lord Nelson and the sensational memoirs which have focussed so much attention upon one phase only in the last years of his life, somewhat to the exclusion of the less obtrusive family circle and affections which influenced his character from the first and absorbed so much of his interest to the end." Index.

Matthews, Joanna H.

Bessie among the mountains. N. Y., Platt & P., ['11.] (Je17) c. '68. 356 p. D. 75 c.

Bessie and her friends. N. Y., Platt & P., ['11.] (Je17) c. '69. 366 p. pls. D. 75 c.

Bessie at school. N. Y., Platt & P., ['11.] (Je17) c. '69. 357 p. pls. D. 75 c.

Bessie at the seaside. N. Y., Platt & P., ['11.] (Je17) c. '67. 357 p. D. 75 c.

Bessie in the city. N. Y., Platt & P., ['11.] (Je17) c. '68. 395 p. D. 75 c.

Bessie on her travels. N. Y., Platt & P., ['11.] (Je17) c. '70. 376 p. pls. D. 75 c.

Six above books were originally published by Robert Carter & Bros.

Meldrum, D: Storrar.

Home life in Holland; with 26 illustrations. N. Y., Macmillan, '11. (Je17) 370 p. D. \$1.75 n.

A very unusual book on Dutch home life, grasping the salient points of interest for the foreigner and presenting them in such a way that one can vividly picture and understand the daily life of Holland as it is lived by the burgo-master and workman, on the land, hunting, in the gardens and fens, and in the cities. Author is literary adviser to Wm. Blackwood & Sons, and has written "Gray mantle and gold fringe," and other volumes.

Methven, Paul.

Billy. N. Y., J: Lane, '11. (Je17) c. 356 p. D. \$1.50.

Miss Wilhelmina Holroyd, of Lancaster Gate, London, called "Billy" for short, is proposed to most reluctantly by the youthful heir and only son of Lord Sutcliffe, the Honorable Gerald Torrington Aynsworth. It being by family desire that "Jerry"

should marry Billy, although Jerry's proclivities were fossils and Billy's athletics, the announcement of their marriage is published before Billy's uncertain temperament is fully understood. This is a terrible blow to Jim Stone, of London town, who had determined to marry her himself. Billy marries Jerry on a strictly business basis according to their mutual agreement, and then she promptly proceeds to apparently fall in love with a third man, Frank Langton, who makes desperate love to her until appearances force upon her a divorce, when he decides to marry some other girl. In the end little Jerry, the fossil collector, and the husband under the business contract, begs Billy to come back to him because he loves her, and she does. By the author of "Influences."

Muir, J:

My first summer in the Sierra; with ill. from drawings made by the author in 1869 and from photographs by Herb. W. Gleason. Bost., Houghton Mifflin, '11. (Je17) c. 7+353 p. O. \$2.50 n.

A record of adventure and observation, in which Mr. Muir, author of "Our national parks," tells his experiences while in charge of a flock of sheep in the Yosemite in the year 1869. A few pages of introduction explain how Mr. Muir was engaged to go with a shepherd to the headwaters of the Merced and Tuolumne rivers, after which the narrative is given in diary form, reflecting the mountain surroundings in all their wonderful changes. The book will appeal to lovers of Burroughs, Thoreau and Stevenson.

Musselman, De Lafayette.

Musselman's bookkeeping. College ed.; for business colleges, high schools and academies. Quincy, Ill., D. L. Musselman, ['11.] (Je17) c. 111 p. forms, 4°, \$1.

Newbegin, Marion I.

Modern geography. N. Y., Holt, ['11.] (Je17) c. 256 p. D. (Home university lib.) of modern knowledge.) 75 c. n.

Newte, Horace W. C.

The socialist countess; a story of today. N. Y., J: Lane, '11. (Je17) c. 382 p. D. \$1.30 n.

The author of "Sins of the children," "Sparrows," etc., writes an interesting story of Lady Jane Derwentwater, who has occupied her lonely widowhood with an absorption in Socialism. Richard Aglionby has always loved her, and hearing she is a widow he determines to win her in marriage. Lady Aenemone, Jane's daughter, is also influenced to take up the socialist cause, and all runs smoothly until Aenemone takes her mother's theories of equality seriously and falls in love with Gilbert, a plain man of the people. Lady Jane has a difficult task to right the results of her wrong theories, and Richard helps her, and is a friend to Aenemone all through her futile elopement and following illness. He and Jane marry and look after Aenemone from a more practical standpoint.

Noble, Edn.

The dog lover's book; pictured by Edn. Noble. Bost., Estes, '11. (Je17) c. 304 p. f°, \$4.50.

Ohl, Rev. Jeremiah Franklin.

The inner mission; a handbook for Christian workers. Phil., General Council Publication Ho., '11. (Je17) c. 3-253 p. tabs., pls. pors. 8°, \$1.

Owen, T. Grafton.

Drippings from the eaves. Seattle, Wash., Lowman & Hanford Co., ['11.] (Je17) c. 172 p. pls. 4°, \$2.

Pammel, L: Hermann.

Weeds of the farm and garden. N. Y., O. Judd Co., '11. (Je17) c. 11+281 p. il. 12°, \$1.50.

Pankhurst, E. Sylvia.

The suffragette; the history of the woman's militant suffrage movement, 1905-1910. N. Y., Sturgis & W., '11. (Je17) c. 517 p. il. pors. D. \$1.50 n.

Miss Pankhurst is the daughter of Mrs. Pankhurst, the recognized leader of the equal suffrage movement in England, and the founder of the Woman's Social and Political Union. She has been closely and actively identified with her mother's work. Her book is in the main an account of what has been done by the suffragettes in England since their work began, two years ago. An account of Mrs. Pankhurst's experiences in this country is given, together with a chapter dealing with the outlook for suffragism in the United States and England. The book is profusely illustrated with snapshots.

Payson, Howard.

The boy scouts on the range. N. Y., Hurst, ['11.] (Je17) c. 306 p. pls. 12°, 50 c.

Perris, G. Herb.

A short history of war and peace. N. Y., Holt, ['11.] (Je17) c. 256 p. D. (Home university lib. of modern knowledge.) 75 c. n.

Philipz, Dirk.

Enchiridion; or, hand book of the Christian doctrine and religion; comp. (by the grace of God) from the Holy Scriptures for the benefit of all lovers of the truth; tr. from the German and carefully compared with the Dutch (in which language the book was originally written) by A. B. Kolb. Elkhart, Ind., Mennonite Pub., '10, ['11.] (Je17) c. 539 p. 8°, \$1.50.

Phillips, Philip Lee.

The rare map of Virginia and Maryland by Augustine Herrmann, first lord of Bohemia manor, Maryland; a bibliographical account with facsimile reproduction from the copy in the British Museum, by P. Lee Phillips. Wash., D. C., W. H. Lowdermilk & Co., '11. (Je17) 23 p. fold. map, f°, \$5 n. (200 copies.)

Practical bungalows of southern California. Improved ed.; examples of bungalows designed and erected by the Los Angeles Investment Company. Los Angeles, Cal., [Los Angeles Investment Co., '11.] (Je17) c. 128 p. il. obl. 12°, 50 c.

Punnett, Reginald Crundall.

Mendelism. 3d ed. entirely rewritten and much enlarged. N. Y., Macmillan, '11. (Je17) c. 14+192 p. D. \$1.25 n.

Reed, Hugh T.

Cadet life at West Point. 3d ed. Richmond, Ind., I. Reed & Son, ['11.] (Je17) c. 315 p. il. pls. plan, facsim., por. 12°, \$1.50.

Robb, C.

Poems; ed. by Mrs. M. L. Robb Hutchinson. [Williamsburg, O., Mrs. M. L. R. Hutchinson,] '10, ['11.] (Je17) c. 202 p. front. 16°, \$1.25.

Poems by a Union soldier of Company C. 1st Regiment of Kentucky Volunteer Infantry, and he was inscribed on the "Roll of Honor" as "Poet of the Regiment."

Rogers, L. W.

Hints to young students of occultism. 3d ed. Ridgewood, N. J., Theosophical Book Co., '11. (Je17) 162 p. 16°, 50 c.; pap., 25 c.

Schon, Hans August Evald Conrad von.

Hydro-electric practice. 2d ed., rev. Phil., Lippincott, '11. (Je17) 383 p. \$6.

Scott, Dukinfield H.

The evolution of plants. N. Y., Holt, ['11.] (Je17) c. 256 p. D. (Home university lib. of modern knowledge.) 75 c. n.

Schwedtman, Ferdinand C., and Emery, Ja. A.

Accident prevention and relief; an investigation of the subject in Europe, with special attention to England and Germany, together with recommendations for action in the United States of America. N. Y., Nat. Assoc. of Manufacturers of the U. S. A., ['11.] (Je17) c. 36+481 p. il. front. diagrs., 8°, \$15.

Scott, J. Reed.

In her own right; with il. in color by Clarence F. Underwood. Phil., Lippincott, '11. (Je17) c. 336 p. D. \$1.25 n.

"The impostor" had Annapolis in 1776 as its locale, but this story is centered around Annapolis of to-day. Geoffrey Croyden society man, having lost his fortune, retires to an inherited Maryland estate. He was in love with an heiress, but had not proposed to her before his misfortune came to him. In a secret drawer he finds a document in which he is bequeathed buried jewels worth a half million. There is a chart giving directions for finding the hiding place of the jewels, but on going there Croyden discovers that the spot is now under water in the bay, which properly belongs to the government. The document is later stolen from Croyden, and, though recovered, attempted blackmail is made on him by the thieves, who believe he has recovered the jewels and threaten to inform the government. The abduction of the heiress and a girl friend with whom Croyden and his chum are in love adds mystery and action to this exciting romance. The author has edited Bulfinch's "Age of fables," also the "Age of chivalry."

Scott, Morgan.

Rival pitchers of Oakdale; with 4 original il. by Eliz. Colborne. N. Y., Hurst, ['11.] (Je17) c. 5-311 p. 8°, 60 c.

See, Evelyn Arth.

Absolute life on trial; a plain statement of the progress of absolute life against the opposition of the mortality and perversion of the world; the state's prosecution as seen in the light of the truths of the new life. Chic., Absolute Press, '11. (Je17) c. 364 p. pls. 8°, \$1.50.

Sample, Ellen Churchill.

Influences of geographic environment on the basis of Ratzel's system of anthropo-geography. N. Y., Holt, '11. (Je17) c. 16+683 p. O. \$4 n.

The author of "American history and its geographic conditions" writes another book along the lines of anthropo-geography. This volume is, in a modified, simplified and clearer way, a restatement of Ratzel's "Anthropo-Geographie." Ratzel formulated his principles at a time when Herbert Spencer exercised such an influence on modern thought. Definitions, formulas, and enunciations of hard-and-fast rules are avoided, as the author deems it unwise to "put tight clothes on a growing child." Index.

Sinks, Perry Wayland.

In the refiner's fire; the problem of human suffering. Chic., Bible Inst. Colportage Assn., ['11.] (Je17) c. 88 p. 8°, 50 c.

Smith, F. G:

Evolution of Christianity; or, origin, nature, and development of the religion of the Bible. Anderson, Ind., Gospel Trumpet Co., [11.] (Je17) c. 356 p. 12°, \$1.

Solenberger, Alice Willard.

One thousand homeless men; a study of original records. N. Y., Charities Publication Com., '11. (Je17) c. 398 p. pls. D. (Russell Sage Foundation pubs.) \$1.25.

In 1900 the author was given charge of the Central District of the Chicago Bureau of Charities. Her territory included the "loop district" in the South Side of the city, and the very important lodging-house section that lies just beyond it. The position of the office accounted for the fact that one-third of its applicants were homeless men. This book is a social study of them, making just claim to statistical accuracy. It is based upon such intimate personal knowledge of many of the ragged regiment under review, and upon such whole-hearted endeavor to befriend them, that it abounds in human insights, and is thoroughly readable and practical from cover to cover. Index.

Sparrow, Wa. Shaw.

Frank Brangwyn and his work. Bost., Estes, '11. (Je17) c. 300 p. f°, \$3.50 n.

Speer, Rob. Elliott.

A Christian's habits. Phil., Westminster Press, '11. (Je17) c. 114 p. 12°, 50 c.

Sprague, Roger.

From western China to the Golden Gate; the experiences of an American university graduate in the Orient; with 30 illustrations. Berkeley, Cal., Lederer, Street & Zeus Co., '11. (Je17) c. 128 p. D. 85 c.

This book contains photographs by the author not usually seen in books on Chinese travel. Instead of the unusual and historical, such homely things are represented as a country home, a provincial college, a farm house, a stream, the rice fields, a bird's-eye view of a town, or a junk sailing up the river.

Stevenson, Rob. L:

Father Damien; an open letter to the Rev. Dr. Hyde of Honolulu from Robert Louis Stevenson; [with a statement by Mrs. Stevenson.] Notre Dame, Ind., Ave Maria Press, [11.] (Je17) 39 p. D. 30 c. In booklet form Stevenson's essay on Father Damien, who was in the author's eyes "saint and martyr" in spite of the attacks on the dead man's memory.

Stratemeyer, E.; ["Captain Ralph Bonehill," "Arthur M. Winfield," pseud.]

The Rover boys down East; or, the struggle for the Stanhope fortune. N. Y., Grosset & D., [11.] (Je17) c. 6+288 p. pls. 12°, (Rovers boys' ser. for young Americans.) 60 c.

Street, J. K.

The morals of freemasonry, on the first three degrees; also the morals of adoptive freemasonry, on the five sections of the Eastern Star. Dallas, Tex., J. K. Street, '11. (Je17) c. 128 p. 8°, \$1.

Syrett, Netta.

Drender's daughter. N. Y., J: Lane, '11. (Je17) c. 397 p. D. \$1.25 n.

Drender's daughter, Nancy, is chosen by a young man of theories when she was a child to be brought up and educated by him for his future wife. His idea is that he, of aristocratic lineage and superior brain, should ally himself with healthy peasant stock and thus revitalize his family's name. In the first place Leonard Chetwynd does not choose a child from solely peasant stock, for, later on, it turns out that her father is also an aristocrat. In her is evident

that temperament and vitality which Leonard hoped to create in his children. High spirited and intense she will not submit to Leonard's theories, and the result is separation and a choice of suitable mates for both. By the author of "Anne Page," "Olivia L. Carew," etc.

Thorpe, Fs. Newton.

A school history of the United States. Rev. ed. N. Y., Hinds, N. & E., [11.] (Je17) c. 334 p. il. pls. maps, 12°, 80 c.

Ulrich, Bartow Adolphus.

Christ Jesus; endorsement by prominent persons. Chic., B. A. Ulrich, [40 N. Dearborn St., '11.] (Je17) no paging, D. 75 c.

Six short "essays" on the work and teachings of Jesus, together with quoted "endorsements" from a wide variety of sources.

Van Sickle, Ja. H., Seegmiller, Wilhelmina, and Jenkins, Frances, eds.

Riverside readers. Primer, il. by Ruth Mary Hallock; First reader, il. by Maginel Wright Enright. Bost., Houghton Mifflin, [11.] (Je17) c. 127; 128 p. D. Primer, 30 c.; 1st reader, 35 c.

The editors of this series are, superintendent of schools in Baltimore, director of art in the Indianapolis public schools, and supervisor of elementary grades in Decatur, Ill.

Wemyss, G:

The secret book; with front. by Clinton Balmer. N. Y., Sturgis & W., '11. (Je17) c. 356 p. D. \$1.20 n.

Introduces the reader to a group of typical well-bred Americans abroad, who are brought together in a love story which involves some interesting adventures in Sicily and elsewhere. The story has its starting point in the hero's finding of a secret diary left in a room in a hotel by a young girl whose identity the journal does not betray. The intimate revelations of this "Secret book" plunge him deep in love with their mysterious author, and the tale tells of his search for the girl, and how, after discovering who she is, his pursuit of her becomes even more adventurous.

Westminster (The) hymnal for congregational and social use and for the Sunday school; designed for churches making use of one book in all the services. Phil., Presb. Bd. Publication, '11. (Je17) c. 268 p. D. bds., 20 c. n.

Willets, Gilson.

The first law; a romance; il. by Rob. A. Graef. N. Y., Dillingham, '11. (Je17) c. 352 p. D. \$1.50.

The heroine is secretly married to an English lord, who ruins her father financially and disappears. Suddenly, in the dead of night, he reappears, treats her brutally, and in the struggle he is shot. She believes him dead. Meantime, she has fallen in love with a wealthy young American. After the seeming murder, a Scotland Yard detective runs her down, produces evidence of her guilt and becomes her Nemesis. Under threat of arrest he forces her to marry the rich American, who knows nothing of her supposed crime, and then blackmails her. The final vindication of the heroine and the overthrow of the detective brings the story to an end. By the author of "The double cross," etc.

Wilson, Woodrow.

The ministry and the community. Auth. ed. Phil., Union Press, 1816 Chestnut St., '11. (Je17) 21 p. D. (Envelope ser. of booklets.) pap., 25 c., in envelope.

Wing, I. E., and others, comps.

The world's progress, with illustrative texts from masterpieces of Egyptian, Hebrew, Greek, Latin, modern European and American literature; fully illustrated. In 10 v. Chic., Delphian Soc., [11.] (Je17) c. il. pls. pors. maps, 8°, \$50.

Winter, Lovick Pierce.

A life of Martin Luther, the great reformer of the 16th century. Nashville, Tenn., Pub. Ho. M. E. Ch., So., '11. (Je17) c. 321 p. D. \$1 n.

This book covers the usual interesting facts of Luther's life, told with a spirit which lends an interest sometimes lacking toward biography.

Wolcott, Theresa Hunt.

The minister's social helper. Phil., Sunday Sch. Times Co., ['11.] (Je17) c. 3+5-364 p. il. 12°, \$1.

Wolf, Luther Benaiah, ed.

Missionary heroes of the Lutheran church. Phil., Lutheran Publication Soc., ['11.] (Je17) c. 8+246 p. pls. pors. tabs., 12°, 75 c.

Young, J. Wesley.

Lectures on fundamental concepts of algebra and geometry; prepared for publication with the coöperation of W: Wells Denton, with a note on the growth of algebraic symbolism by Ulysses Grant Mitchell. N. Y., Macmillan, '11. (Je17) c. 247 p. D. \$1.60 n.

These lectures were given at the University of Illinois in 1909, and contain an elementary account of the logical foundations of algebra and geometry, presupposing that the technical mathematical equipment of the reader's knowledge is reduced to a minimum. The author is professor of mathematics in the University of Kansas. Index.

Yule, G. Undy.

An introduction to the Theory of statistics. Phil., Lippincott, ['11.] (Je17) 376 p. 12°, \$3.50 n.

BIBLIOGRAPHIC NOTES.

A WORK entitled "Authors of Fiction, and Their Works of Fiction" is being compiled by C. W. Raymond, of Yonkers, N. Y. This work when completed will make a valuable addition to publishing reference works.

THE CARNEGIE LIBRARY OF PITTSBURGH has just issued a classified and annotated list of "Books by Catholic Authors" in that library. The list is sufficiently comprehensive (covering 243 pages) to be of general value. In many cases, particularly in fiction, biography and general literature, where the books themselves have given but slight inkling of their author's religious faith, or none, one is possibly, for a moment, surprised to meet many familiar names. Among them are Joseph Conrad, F. Marion Crawford, Joel Chandler Harris, Max Pemberton, Molly Elliot Seawell and Jules Verne.

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

Americus Book Co., Americus, Ga., Catalogue of Americana. (No. 30.)

Joseph Baer & Co., Frankfurt a.-M., Hochstrasse 6, catalogue of Adolf Mussafia and Gustav R. v. Emich. (No. II., 2845 titles.)

Joseph Baer & Co., Frankfurt a.-M., Hochstrasse 6, Catalogue of English language and literature, including a collection of Shakespeareana, partly from the library of the late Prof. W. Wetz, of Freiburg. (No. 592, 4510 titles.)

Edward Baker's Book Shop, 14-16 John Bright St., Birmingham, Eng., Special list of books on astrological, occult, and spiritualistic subjects. (No. 284; 1151+80 titles.)

Edward Baker, 14-16 John Bright St., Birmingham, Eng., Miscellaneous collection of rare and curious works in all branches of literature. (No. 242, 2834 titles.)

Edward Baker, 14-16 John Bright St., Birmingham, Eng., Books on philosophy, etc., many of them from the library of a well-known professor. (No. 290, 83 titles.)

N. J. Bartlett & Co., 28 Cornhill, Boston, Mass., Rare and choice books. (No. 48, 668 titles.)

Andrew Baxendine, 15 Chambers St.,

(South Bridge End,) Edinburgh, Scotland, Catalogue of miscellaneous books. (No. 123, 818 titles.)

Bloch Publishing Co., 40 E. 14th St., New York, Catalogue of books, consisting mainly of choice and interesting Judaica English and German out of print and scarce. (No. 14, 674 titles.)

C. G. Boerner, Nurnbergerstrasse 44, Leipzig, Germany, Books on the Reformation, literature, foreign literature, German art and music. (1211 titles.)

C. G. Boerner, Nurnbergerstrasse 44, Leipzig, Germany, Catalogue of genealogies. (300 titles.)

Bolletino delle Novita librerie, Giuseppe Oberosler, Milan, Italy. (No. 4, 667 titles.)

F. A. Brockhaus, 16 Querstrasse, Leipzig, Monthly catalogue of new books. (No. 4, 1208-1614 titles.)

F. A. Brockhaus, Querstrasse 16, Leipzig, Germany, Monthly list of important new publications of all literature. (No. 5, 2025 titles.)

Wm. Brough & Sons, 312-313 Broad St., Birmingham, Eng., Choice books in general literature. (169 titles.)

Burgersdijk & Niernans, Leyde, Holland, Bulletin of old books. (No. 4, 1573-2137 titles.)

F. C. Carter, 13 Campsbourne Road, Hornsey, London, Eng., Books, prints, maps and manuscripts relating to Europe. (No. 29, 925 titles.)

Wm. T. Comstock Co., 23 Warren St., New York, Catalogue of architectural, scientific, industrial and technical books. (No. 63.)

J. Conlon, 4 Vernon St., Leeds, Eng., Book bargains. (List P, 1053 titles.)

Franz Deuticke, Wein 1, Helfferstorferstrasse 4, Catalogue of zoological books. (No. 86, 2289; 1-2273 titles.)

George Gregory, 5 Argyle St., Bath, Eng., Miscellaneous books in all classes of literature. (No. 203-204, 1048 titles.)

Otto Harrassowitz, Leipzig, Querstrasse 14, Netherland, English and northern language and literature. (No. 342, 2201-2226; 2200 titles.)

Karl W. Hiersemann, Königstrasse 29, Leipzig, Music and literature, original manuscripts, etc. (No. 137, 335 titles.)

Charles Higham & Son, 27a Farringdon St., London, E.C., Third section of a catalogue of a large collection of books dealing with ecclesiastical history, followed by sections devoted to philosophy, occultism, with selections from the library of the late Rev. C. Maurice Davies. (No. 499, 1968 titles.)

H. R. Hunting Co., Springfield, Mass., Annual clearance catalogue of books. Pt. 1, Reference works and sets.

H. R. Hunting Co., Springfield, Mass., Annual catalogue of books. Pt. 2, sets of standard authors.

H. R. Hunting Co., Springfield, Mass., Annual catalogue of books. Pt. 3, art, biography, history, literature, travel, science, etc.

H. R. Hunting Co., Springfield, Mass., Catalogue of publishers' remainders and overstock, March, 1911.

Wilhelm Jacobsohn & Co., Tauentzienstrasse 11, Breslau v., Prussia, Catalogue of books. (No. 242.)

Wilhelm Junk, Kurfürstendamm 201, Berlin W. 15, Botanical books. (Bulletin. No. 8, 3176-5803.)

Kimball Bros., 618 Broadway, Albany, N. Y., Catalogue of books, comprising American Revolution, Rebellion, drama, Roman Catholic, genealogy, etc. (No. 21, 265 titles.)

Charles E. Lauriat Co., 385 Washington St., Boston, Mass., Some bargains from private library purchases; an unusual offer on a set of Shakespeare; best new books for summer travellers. (Vol. vii., No. 1, 55 titles.)

Niel Morrow Ladd Co., 646-648 Fulton St., Brooklyn, N. Y., Once a week catalogue of book bargains. (No. 15, 996-1060 titles.)

Charles E. Lauriat Co., 385 Washington St., Boston, Two special offers of standard library editions of famous books. (Vol. vi., No. 12, 132 titles.)

G. Lemallier, 25 Rue de Chateaudun, Paris, France, Catalogue of old and modern books, curious and rare. (No. 241, 5833-6479 titles.)

Frederick Loeser & Co., Brooklyn, N. Y., Catalogue of old books for study and recreation. (No. 28, 494 titles.)

Bernh. Liebisch, Kurprinzstrasse No. 6, Leipzig, Germany, Second-hand theological books. (No. 194, pt. 2.)

Bernh. Liebisch, Kurprinzstrasse No. 6, Second-hand theological books. (195, pt. 3.)

McClelland & Goodchild, 42 Adelaide St., West, Toronto, Canada, Canadiana.

Joseph McDonough Co., 98 State St., Albany, N. Y., Rare and fine books, being the fine private library of the late James Ten Eyck, Americana. (No. 272, 893-1444 titles.)

Joseph McDonough Co., 98 State St., Albany, N. Y., Monthly catalogue of rare and fine books; being the balance of the library of the late Prof. John Henry Haynes, together with recent importations. (No. 275, 2666-3393 titles.)

B. & J. F. Meehan, 32 Gay St., Bath, Eng., Catalogue of rare, valuable and useful books in all classes of literature. (No. 68, 799 titles.)

George M. Mischke, 29-31 W. 42d St., New York, Special book list, mostly Americana. (No. 4, 110 titles.)

Noah Farnham Morrison, 314-318 W. Jersey St., Elizabeth, N. J., Choice books and pamphlets, sized according to rules of A. L. A. (No. 119, 5600-6183 titles.)

Niel Morrow Ladd Co., 646-648 Fulton St., Brooklyn, N. Y., Once a week catalogue of book bargains. (No. 17, 1128-1190 titles.)

Martinus Nijhoff, The Hague, Lange Voorhout 9, Catalogue of political history and law. (No. 383, 2678-4038 titles.)

Martinus Nijhoff, Lange Voorhout 9, La Haye, Holland, Books, ancient and modern; political history and legislation. (No. 383, 4039-5260 titles.)

Bernard Quaritch, 11 Grafton St., New Bond St., London, Rare and valuable books, including works on Africa, America, American maps, Australasia, autograph letters and documents, early printed books, heraldry, etc. (No. 305, 745 titles.)

C. E. Rappaport, via Bocca di Leone, 13, semi-monthly bulletin. (No. 1819, 290 titles.)

Ferdinand Schoningh, Osnabrück, Prussia, Lortzingstr. 2, Rich collection of books on Brandenburg, Berlin, Pommern, Posen, Schlesien, Ost and West-Preussen. (No. 122, 1398 titles.)

W. H. Smith & Co., 186 Strand, London, Clearance catalogue of general literature; this issue contains many interesting works on Labrador, Lancashire, law and lawyers, literature and belles-lettres, London's history and topography. (Monthly supplement.)

E. Steiger & Co., 49 Murray St., New York, Current English literature. (No. 28.)

E. Steiger & Co., 49 Murray St., New York, New German publications. (No. 224.)

Henry Stevens, Son & Stiles, 39 Great Russell St., London, Eng., Rare Americana; a catalogue of historical and geographical books and pamphlets.

James Thin, 54-55 South Bridge, Edinburgh, Catalogue of second-hand books relating to Europe and Asia. (No. 166, 1680 titles.)

James Thin, 54-55 South Bridge, Edinburgh, Catalogue containing a varied selection of ancient and modern literature, including works on architecture, family history, heraldry, painting, sport, Scottish history, first editions. (No. 167, 841 titles.)

James Thin, 54-55 South Bridge, Edinburgh, Catalogue of second-hand books: good modern theology, Latin and foreign theology, old divinity classical and philosophical works. (No. 168, 1799 titles.)

Thomas Thorp, 4 Broad St., Reading, Eng., Catalogue of old-time literature, comprising a collection of books in various languages, nearly all of which were printed prior to A.D. 1700, including many works of great interest. (No. 210; 1251 titles.)

Torch Press Book Shop, Cedar Rapids, Ia., Miscellaneous books in all branches of literature. (No. 29, 290 titles.)

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

June 17, 1911

The editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication. The Record of the PUBLISHERS' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."—LORD BACON.

PRICE MAINTENANCE AND COMPETITION.

ANY net price system must in the last analysis prove itself to be both morally and economically sound, else, sooner or later, it, and the trade built upon it, will inevitably collapse.

There is, in the booktrade, a special reason, already often pointed out in these columns, why net prices inure to the benefit of the general public, that indiscriminate price-cutting always has and always will tend to the destruction of the bona fide bookstore, and that any wholesale elimination of the bookstore as an institution from our commercial and intellectual economy would be undeniably a disaster.

But it is also quite possible to defend price maintenance on other and even more general grounds.

That net prices connote, first and foremost, a "square deal" to every customer may not have perhaps occurred to the average bookseller. Yet the man who buys a \$4 book, paying the retailer twenty per cent. net profit, is evidently not receiving square treatment when the bookseller sells his neighbor a \$1.08 book at cost. For every book sold at cost, or below, the retailer must sell another book—or, ordinarily, some other merchandise—at double, or greater, profit—or else go out of business. This is elemental. Yet it is doubtful if the habitual buyer of \$1.08 fiction ever had the point put to him that he—or rather she—was, so far as book-buying was concerned, nothing more or less than a social parasite. She was getting her books "cheap," but at a "cheapness" for

which her neighbor, perhaps less able to, had to pay.

The most hide-bound advocate of "unrestricted" trade has to admit the retailer a living profit over the bare cost of doing business, or force him into bankruptcy. Which would such a man pronounce more equitable; to take that profit as an even five per cent. from all customers, or to charge certain customers ten per cent. profit and net nothing from the rest?

No fallacy is more general or more often urged than that fixed prices restrict competition or are in "restraint of trade." Unless there is a combination to fix such prices abnormally high, higher, that is, than the general laws of supply and demand would place them, nothing could be further from the truth. And, that there is in the booktrade any publishing combination to maintain artificial prices, or that net prices, as fixed, are any higher than economic conditions warrant, there is not the slightest ground to believe.

There is as much competition in fixed price merchandise as in "regular," of whatsoever kind it be; only the competition has no longer become one of price alone—the crudest kind of competition—but of quality or of service or of both.

Price-cutting is a confession of laziness. The publisher who puts the price of his book up to \$1.25 net, or the retailer who sells it when his rival across the way is selling a similar book for \$1.08, has not ended his troubles by boosting the price. He has but just begun them, for now he must get so actively at work on his book and its improvement that the would-be purchaser will perceive a greater value in his book at \$1.25 than in his rival's at \$1.08. Making the book buyer see that additional value in the higher priced article is what constitutes genuine salesmanship; and such salesmanship deserves its reward.

Every net price article, books—or safety razors, hats and fountain pens—so far from having throttled competition by price maintenance, is continually subject to the fiercest kind of competition. That this competition is one, not of prices, but of values, merely disguises the fact; the competition is there just the same. A \$5 price-protected safety razor competes with other safety razors at \$5 net; it also competes to a certain extent with razors which claim to give even greater value, in other words, with those which, at \$6, claim to be twice as good. It also com-

petes, most of all, with the razors at \$3 and \$4—and \$2—which claim to be “just”—or “almost”—“as good.” No sign here of “throttled competition!”

In fact, if it happens the \$5 net price is artificially high, if the \$3 article is just as good, then that net price cannot continue. The law of supply and demand works just as inexorably here as it would if there were no net price. Either it is reduced, or the article is given added value to justify the increased price, or—it ceases to exist. One of these three things is inevitable. No net price is, of itself, “extortionate”: it is based on the same economic laws, subject to the same competition, as an unrestricted price.

And this is as true of books as of general merchandise.

Good sense as well as good law was displayed in the recent decision of the Appellate Division of the Supreme Court of New York State, declaring that, unless expressly exempted from liability, a railroad is responsible for the full value of passenger baggage lost.

In the suit appealed by the New York Central & Hudson River Railroad from the lower court, the defense set up was that, by the formula printed on its tickets, it was liable only up to \$150 for lost baggage, it being provided that a premium shall be paid for additional liability. It was brought out in the testimony, however, that the railroad company had explicitly instructed its baggage agents never to ask for the value of baggage when checking. It was justly held that this method of attempting to escape liability was unfair to the travelling public.

The decision is of interest to members of the trade, especially to the travelling men.

ON account of the pressure of work on our printer due to the semi-annual cumulation number of THE PUBLISHERS' WEEKLY the following week, all publishers intending to advertise in the July 1 number, particularly to reach buyers attending the annual Chicago Book Fair, are asked to send in copy at as early a date as is conveniently possible.

INTERNATIONAL STATISTICS OF PUBLICATIONS.

WE are in receipt, from the International Institute of Bibliography at Brussels, of a pamphlet of some 140 pages, “La Statistique internationale des Imprimés,” based largely on a preliminary report presented last year at the International Congress of Bibliogra-

phy by M. Iwinski, and noted at some length in this year's Annual Summary Number of THE PUBLISHERS' WEEKLY. It is, so far as we know, the first attempt to cover, in detail, the subject of international book and periodical publication statistics.

Book statistics—M. Iwinski's original article, with additions—are considered first, the sources of statistical information being reviewed in detail, the “American Catalog” and other publications of THE PUBLISHERS' WEEKLY office being the authority quoted for the United States.

There follows suggestive tables of book production by periods: incunabula, 1822, 1887, 1898, 1908, etc., there being apparently, however, no reason for the odd years selected for tabulation.

The greater portion of the report is devoted to statistics of book production by individual countries. Germany offers an almost unbroken record from 1564 to date. Dziatzko estimates the total book production to 1800 at 820,000 (titles, not volumes), and the estimate given to date is 2,050,400.

English book production is given from 1732 to date, but with many gaps. Scattered and inadequate figures are also quoted for Austria, Bohemia, Poland, Hungary, more fully for Italy, Spain, Russia and Denmark, in a fragmentary way for Holland, Belgium, Switzerland, Bulgaria, Japan, Chili, etc. In some cases the figures are suspiciously exact. The difficulty of collecting and harmonizing the fragmentary statistics available to the Institute can be appreciated, however.

The tables which follow give the book production of the more important European countries and of the United States for a decade or more past, subdivided by subject.

The statistics of periodical publication are new, but do not so directly concern THE PUBLISHERS' WEEKLY.

The oldest newspapers are apparently the Nuremberg Gazette, the Cologne Chronik and the Venice Gazette, the first two dating from the fifteenth century, the latter from the sixteenth. Their exact dates are uncertain. By 1640 the world boasted 14 periodicals, 4 of them in Germany and 2 in England, all newspapers; and by 1690, 68. Shortly afterward the magazine appeared. By 1750 there were 130 periodicals, including 42 in Germany, 32 in England, and the young United States even then surpassing any other country in the world with 20. At the dawn of the nineteenth century there were 910 periodicals, of which this country had 200. Fifteen years later the United States had outstripped all other countries in the number of its periodicals, a position it still holds by a wide margin. As early as 1872 the number of American periodicals, 8110, exceeded Germany, France, England and Italy, the next most important periodical publishing countries, combined. The present figure for the United States, about 24,000, is about one-third of the number for the entire world. This distinction is given us, of course, very largely by our immense growth of weekly country newspapers.

In the suggested plan for uniform statis-

tics which closes the pamphlet, methods of classifying titles according to language, subject, edition and form are given. It might be noted that provision is made for differentiation between books and pamphlets, first and reprinted editions and original and translation. There is no provision, however, for imported works republished in the importing country, a very important category in this country and in a country like Canada, for example. Blank forms for uniform statistics are given as an appendix.

BOOK SHORTAGE LAID TO PERIODICALS.

In an address before the International Circulation Managers' Association in Chicago, Wednesday, James J. Britt, third assistant postmaster-general, called attention to the relative scarcity of book publications in this country. "It is a noteworthy fact," he said, "that we are to-day publishing fewer books and pamphlets per capita than is any single European nation, Spain only excepted, while Great Britain, Germany, France and Switzerland publish on an average each per capita more than four times the number of publications of this character published by us."

The blame for this condition he laid to the amazing rise in this country of periodical literature from forty million pounds in 1875, when the present pound rate was established, to nearly a billion pounds this year. Voicing the views of the administration, he declared this rise to have been due to the low postal rate granted by Congress to this class of matter.

Speaking on his text, "The Uses and Abuses of the Second Class Mail Privilege," Mr. Britt declared that "no honest publisher has anything to fear at the hands of the Post Office Department. But," he added, "no dishonest publisher has anything to hope for."

Continuing he said: "The relation between first-class and second-class mail matter, under present conditions, may be briefly and concisely stated. First-class matter, consisting mainly of letters, comprises 13.4 per cent. of all the revenue-producing domestic mail matter carried, yielding a net profit of \$68,000,000, or a per capita profit of 73 cents; while second-class matter, consisting of newspapers and magazines, comprises 65.6 per cent. of all revenue-producing domestic mail matter carried, yielding a revenue of but \$10,500,000 a loss of \$70,000,000, or a per capita loss of 75 cents.

"Some of the so-called periodicals," he added, "are so trashy and wishy-washy, so loosely written and recklessly conceived, that they scarcely deserve to be mentioned in connection with respectable literature. But such has been the rapidity of their growth, springing up everywhere like mushrooms, that we have to-day in the United States more newspapers and periodicals than all the nations of Europe combined, with, at the same time, a corresponding decrease in the publication of serious, scientific, historical, and literary books and pamphlets, the booksellers of the country

having decreased in the last few years from approximately 4000 to less than 2000.

"This," he added, "is a fact for profound consideration, and should call to the serious attention of the country the question whether any class of publications, however worthy, is to receive financial aid and governmental encouragement without some restriction as to what portion of their space shall be occupied with the means of public information, or matter devoted to the encouragement of literature, art, science and industry."

AGITATION TO RAISE ENGLISH "SECOND CLASS" RATES.

In connection with the agitation in this country to raise the postal rates on second class matter, it may be of interest to note that England is facing the same question.

The weight privilege is not granted as freely in England as here, though the rate to newspapers ($\frac{1}{2}$ d. per copy), regardless of weight, may, in certain cases, be even lower. To be eligible for this rate, "newspapers" were to be registered as such, were to consist of at least one-third news, and were to be published at intervals of not more than seven days.

The present preferential rate was conceded in 1869 in deference to the great pressure brought to bear by the big newspaper proprietors of the day, and on the grounds that such concessions would help in the diffusion of knowledge especially outside the great towns. When the concession was granted there were few weekly and monthly journals, and none of any size.

"The post-office for some extraordinary reason," says the *Stationery Trades Journal* in an editorial statement which is of interest as reflecting the English trade attitude, "encouraged the proprietors of daily and weekly, more particularly weekly, publications, to evade the spirit of the rule as to one-third at least of news, by allowing them to issue supplements which might be all advertisements. Thus, as Henniker Heaton points out, it is now quite common to find a privileged newspaper consisting of 30 pages of reading matter and of 120 pages or more of advertisements, weighing altogether two or three pounds, being carried for a halfpenny. The Postmaster-General has admitted that a weekly publication weighing 3lb. 6 oz. was carried for a halfpenny, while a small monthly publication weighing just over 2 oz. was charged a penny."

No evasion of the rule as to publishing at intervals of not more than seven days has ever been permitted, and at the present day all journals and magazines other than those published daily or weekly, if they weigh over two ounces, have to pay at the same rate as is charged for private letters.

The *Stationery Trades Journal* proceeds to point out that because it is published monthly it has at times to pay threepence per copy for postage, although by no means a bulky publication. "If we were to publish it weekly," it adds, "if it were several times heavier, the postage would be only a halfpenny

per copy! As it is, we are heavily penalized in order to make up for the loss sustained by the department in carrying the privileged newspapers, and the public too have to help to bear the loss.

"If the Postmaster-General still contends that he is prepared 'to diffuse knowledge' at a loss to his department," it continues, "then he must, if consistent, extend the halfpenny rate privilege to all periodicals, whether they be published weekly, monthly or quarterly. At present, publications whose contents are of the trashiest description are carried for a halfpenny, however heavy they may be, while the really informative monthly reviews, magazines, technical, scientific and trade journals are charged full letter rates.

"This sort of thing is obviously indefensible.

"The gentlemen directing the present agitation," continues the *Journal*, "have pointed out that the United States Government carried all printed matter at a halfpenny per pound, and our Postmaster-General has replied with figures, which have been challenged, showing that that is only done at a loss. America, it seems to us, is no precedent for either side, the conditions being so vastly different. For one thing, this country is covered with a network of publishers and newsagents, who for general publications do the work of distribution more cheaply and effectively than the post-office can ever hope to do it. The necessity for carrying journals at a loss to the revenue does not exist in this country as it may do in much newer countries, where such great trade facilities for distribution do not exist"

THE STORY OF MODERN BOOK ADVERTISING.—III.

ALGERNON TASSIN, in the *Bookman*.*

WINDOW DISPLAYS.

THERE is probably no form of work into which vanity enters more charmingly and subtly than authorship, and nothing delights an author more than a window display. Also, it is a most effective form of advertising. The mere piling-up of books is convincing to the passer-by; he is the last one to guess that nine-tenths of them are only the paper-jackets. But this device, like all devices, will occasionally fail—a well-known house displayed a nature-book for three days in perhaps the most prominent New York window with no results whatever; but, on the other hand, it has been known to succeed under the most unlikely circumstances. A certain dealer bought a lot of dictionaries which refused to leave his shelves. One day a broken-down vaudevillian struck him for a quarter, and this gave him a bright idea. That afternoon a man stood in the window and juggled dictionaries; he kept three going at once—more than had ever gone before; and by assiduous barking within, the display was a complete success. Yet no one would have said that an appreciable number of

people would be reminded that they needed anything so staid as a dictionary by the sight of it spinning in the air. The chief form of advertising for "Mrs. Wiggs" was a window display of the cabbage patch. "Max" was so arranged that the books spelled the title. A model of a cowboy on horseback handing out a miniature copy of the book and the whole picture framed in real copies, formed a striking exhibit for "The Virginian." The display of "The Lightning Conductor" was the best that Holt ever put out. It was a toy automobile and various firms supplied the models. Possibly it was this fact which set going the persistent yarn that the book was written to exploit a certain car, a story which the authors vehemently denied. "The Plum Tree" was displayed in the window of a bookshop in Atlanta by a small real tree with one dollar bills tied to its branches to illustrate this story of graft. The tendency of publishers now is to educate their booksellers to stimulate demand; here was a bookseller that didn't need to be educated. Booksellers, once started on the right line by due incentive from the publishers, proved to have plenty of ideas, and they have themselves arrived at some of the best schemes for display.

DEVICES AND DODGES.

There have been innumerable devices and dodges to get a book or author into the public mind. Long ago R. H. Davis, in London, sent a messenger boy, Jagers, to Chicago with a letter. The boy landed in New York and went at once to the Stock Exchange to wait for his train. This striking preference on the part of a messenger boy naturally caused much discussion in the papers. The Arthur Sterling device—that the book was an actual autobiography and the writer had in despair committed suicide by plunging from the deck of a Hudson River boat—entirely deceived the newspapers, and they gave the book great Sunday stories; it was some time before this ruse was discovered. A firm once decided for private and personal reasons to withdraw a book. Seeing themselves at a dead loss of several thousand dollars, they thought they saw a chance to make some of it good. They induced a certain person to sue both them and the author for libel; and thereupon announced that while both parties had been quite unconscious of the offence, they would withdraw the book. The result was that they got an immense amount of advertising for nothing, more perhaps than the original cost of the book. The cleverest publishers' device of our day was, however, entirely unsophisticated, incredible as it appears. A lady really *did* write to Harpers that as the doctor had given her only a few more weeks of life she would be very grateful if they would tell her how "The Masquerader" turned out. Harpers obtained permission to publish this letter, but it was later withdrawn by request of the lady's relatives. But facts rarely play so neatly into the hand, and the advertising staff is driven to constant invention. Some years ago the public was informed through the

* The original article has several illustrations of interest.

advertisements in the papers that in one of the enormous stack of books in a certain department store was hidden a hundred dollar

"Graustark" in your hand, and if you said a certain phrase to the right man, you received a crisp one hundred dollar bill in re-



Amourette stole swiftly forward over the moss, swinging the heavy silken net in her right hand, closer, closer. Suddenly the net whistled in the air, glistened, lengthened, and fell enmeshing Langdon; and, at the same instant, something behind her whistled and fell, slap; and she found herself struggling in the folds of an enormous butterfly net.

"Ethra! Help!" she cried, terrified, trying to keep her balance in the web which enveloped her, striving to tear a way free through the meshes; but she was only wrapped up the tighter; two brutal masculine arms lifted her, held her cradled and entangled, freed the handle from the net, and bore her swiftly away.

"Amourette," by Robert W. Chambers.

HAMPTON'S MAGAZINE, with a longer list of BIG THINGS to its credit than any other periodical published, announces the fiction sensation of the year—a series of complete stories by ROBERT W. CHAMBERS, illustrated by HOWARD CHANDLER CHRISTY.

In this, his latest work, Robert W. Chambers reaches the summit of his artistic achievement. It is written in the style of the Chambers of old—the Chambers whom his millions of enthusiastic readers love best in his delicious, humorous, whimsical, rapid-fire love stories—the Chambers of the ever-popular "Iole."

"AMOURETTE," the first of the series, appears in the May number of HAMPTON'S MAGAZINE. It depicts the banding together of a certain group of advanced women whose avowed purpose is the producing and perpetuating of a perfect race of beings. Mr. Chambers' genius for painting flesh-and-blood men and women, and their relations to each other, never appeared to better advantage than in the incidents that accompany the working out of this rather ambitious program.

Even if you have never read a line of Robert W. Chambers' writings, and never do again—

Even if you have never read a copy of HAMPTON'S MAGAZINE, and never do again—

Get the May HAMPTON'S to-day and read "AMOURETTE." Follow the Chambers series to the end. Don't miss a single story. It's the greatest thing Chambers ever wrote. It will solve the spring and summer reading problem for you.

Over four hundred thousand men and women buy HAMPTON'S MAGAZINE every month, because they know that it is the ONE publication that can always be relied upon to give them WHAT they want to know WHEN they want to know it. Likewise, the people who DO big things flock to HAMPTON'S because they know that their records of achievement will reach an audience specially trained to the appreciation of big things.

If you have not yet made the acquaintance of HAMPTON'S MAGAZINE, the May number affords a splendid opportunity for you to discover for yourself why so many folks call it the best magazine in America. GET IT TO-DAY.

HAMPTON'S MAGAZINE

On Sale everywhere—15 cents.

By the year—\$1.50.

AN EXCELLENT BOOK ADVERTISEMENT?

If it be granted that the primary purpose of any book advertisement is to create a desire to buy and read the book advertised, it would seem to the PUBLISHERS' WEEKLY that the advertisement reproduced above deserves high rank. The selection and relative arrangement of cut, quotation and descriptive matter will repay some study. It may be noted that the advertisement is not a book publisher's; and it need not be added that the merit of the advertisement is entirely distinct from whatever merit or demerit the book itself may have.

bill—the edition was cleaned out before evening. A variation of this device was used in Providence. On a certain morning on Weybosset Street you must have a copy of

turn. Stokes advertised "Cab No. 44"—a yellow book with dark stamping—by a yellow cab with No. 44 painted in large numerals both on the side and on the top. The

first time they sent it out they were stopped by the police; but after they got a permit through, the yellow cab was a familiar Fifth Avenue sight for a fortnight. A dry goods house in Omaha employed the same device, and with true Western fertility added other elements. A boy inside literally strewed the street with yellow slips, and a row was worked up between the driver and somebody on the sidewalk. Cab No. 44 was not called off the job until the Omaha newspapers had told every citizen a great deal about the

"CAB NO. 44" CREATES MUCH WONDER FOR TOM FLYNN.

Finally Traced Down by Policeman Who
Finds it at Bennett's Store.

"Cab No. 44."

Big, bold letters and figures on the outside of a cab, and a boy with yellow paper inside telling all about "Cab No. 44," caused Street Commissioner Flynn and a policeman much wonder and many steps yesterday.

Up and down this street and that through the retail section of the city this mysterious cab with the mystic term emblazoned upon it pursued its devious way. For a time only the driver was visible and it left nothing in its wake. Then in a few hours people who kept watch on it observed a boy within throwing out yellow paper. He literally strewed the streets with this yellow paper.

"Here, what's all this about?" ruminated Street Commissioner Flynn, whose streets were being so nicely groomed for the Sab-

CAB NO. 44 IN OMAHA

book. The idea had its origin with the author, it was said; at any rate friends of the publisher avow that for some time he steered clear of Fifth Avenue and any mention of yellow cab was unfortunate.

TITLES, COVERS, AND ILLUSTRATIONS.

When we see a book we are either attracted or unattracted by it. Provided we know nothing of the author, we do not as a general thing dip into a paragraph or two for a taste until we have felt this slight attraction. Thus the title, the cover, and the illustrations are important advertisers of a book.

A bad name is a fatal handicap. As the publishers must have foreseen, "Holy Orders," by Marie Corelli, was doomed at the start by its impossible title. One questions how much of a success "Pigs is Pigs" would have been under its first title, "A Guinea Pig's Story." Happily one of the editors of the magazine in which it appeared expressed his disgust at so uninteresting a name and suggested the one it now bears. It is hardly thinkable that Mr. Major wanted to call "Knighthood" by the hopeless title of "Sunday Afternoons," because he wrote the book on Sundays for his family. Can you imagine half a million people buying a book called "Sunday Afternoons"? The mere name of the leading character secures no interest whatever, unless on account of its oddity or suggestiveness it carries a picture. The ideal title has euphony and meaning, and catches the mind with a concrete image or the imagination with a vague suggestiveness. There can be no doubt that "The Glory of

the Conquered" and "The Garden of Allah" were distinctly helped by their titles. Also it should be short—a long title will not stand out in display-work. Yet a happy combination of words can laugh at brevity. No more brilliant title was ever devised than "How to be Happy Though Married," and thousands of people bought the book on the strength of it. The euphony of a name and its easy speakability have not been given sufficient thought. The day is gone by when alliteration is very effective, though there can be no doubt that "Bob, Son of Battle," is much better than Tom, son of battle. The idea of Mr. Vance in "The Brass Bowl," "The Bronze Bell," "The Black Bag," is probably to get the cumulative effect of the "b's": Mr. Churchill uses the same motive in the key of "C." Many books have suggested a well-known title in the heyday of its popularity. When "She" was the sensation of the hour, there rapidly followed "He," "They" and "It." The success of "Elizabeth" started many "garden" books; and "The Garden of a Commuter's Wife" was spoken of as an American Elizabeth. It was very successful and the first of a long series, for the charm of "Elizabeth" showed other writers that the story of a garden could be developed in a personal human way. It is said that all of the "house" books in the last few years have succeeded; and the "how" and "when" books are innumerable. Sometimes colors are the rage: "Under the Red Robe," "The Red Badge of Courage," "The Red Cardinal," "The Reds of the Midi," "The Yellow Aster," "The King in Yellow," "White Mice," "White Magic"—all of these came out near enough together to gain some fleeting attractiveness of title by the similarity.

The cover of a book is a valuable asset. Few people on the hotel piazza last summer failed to notice the bright purple of "The Rosary" against the white gown of the summer girl. "Janice Meredith," issued just at the beginning of the historical novel craze, greatly profited by the miniature on the cover. The picture was brought in casually one day by P. L. Ford, and the publishers had an inspiration to use it. A genuine inspiration it was, for almost no binding before its day had sported a color insert. In the days when "a candy-box cover" was a rarity, this must have sold a great many copies. "The Maxims of Methuselah" was advertised extensively; but its best advertisement, says its publisher, was the cover. This was the face of an old man with a white beard somewhat geometrically arranged; it was not immediately intelligible and roused curiosity; and the face when deciphered proved to be different from the mastodon head with two curving tusks which it at first resembled—the whole thing giving, through these various steps of psychology, as well as in itself, an effect of satirical humor which particularly fitted the author's idea. Whenever an artist can be persuaded to embody the author's conception an excellent advertisement is achieved. But this, alas! is rare. "Book salesmen," says "A

Publisher's Confession," "will tell you that pictures help to sell novels. But the illustrations rarely convey anything but confusion, and the conventional illustration of the conventional novel marks the lowest degradation of the present-day publisher. But the artist has the benefit of commercial doubt on his side." There are, of course, many buyers who think an illustration of any sort is better than none at all; but there are also many who get an unfavorable impression of a book from it vapid and meaningless illustration. And now that the appreciation of art has become more widespread, it is probable that the latter number is beginning to equal and perhaps to exceed the former. After all, a man has reached a certain point of culture when he buys a book. Nor is it entirely proved that the other kind of person thinks a good deal about the illustration anyway. The one new thing in a theatre edition is the illustration from the real scene on the stage, and—as has been said—a theatre edition is very rarely successful. The days, too, of advertisement by cuts have passed, as have also the days of posters—a business which the book took over from the magazine; and possibly no publisher nowadays would see his money coming back if he hired artists' models and posed them for hero and heroine, as was done in the advertising of "Monsieur Beaucaire." Possibly even a new set of Gibson illustrations would no longer be thought sufficient excuse for doubling the price of a book already on the market, which happened when the "Rupert of Hentzau" illustrations compelled a new Gibson edition of "The Prisoner of Zenda." The question, "Does illustration pay?" even if it had been settled ten years ago, would now need going into again.

STRANGE BEHAVIOR OF ADVERTISING.

While "Mrs. Wiggs" and "The Lady of the Decoration" steadily made their way with almost no advertising, and "Elizabeth and Her German Garden" sold through seven editions without a line of it or before the firm even decided to get out on American edition—there have been books whose behavior when advertised was nothing short of weird. It took one year to start "Nancy Stair" big, and its history seemed to have nothing to do with its exploitation. No results appeared from the small appropriation with which it began its career. In six months it began to show some signs of life, which the publishers concluded to coax along; by way of recognition for this friendly turn, it not only refused to grow any more but stopped dead altogether. In about a month some slight stir again appeared, and at length it seemed to decide to go on. In view of past experience, the Appletons declined to meddle with its growth for fear of discouraging it, and only when it began to sell five thousand a month did they venture to lend a helping hand again. Books, indeed, seem to go their own gait, and there is a mysterious fascination in their often unaccountable response. No one could have foreseen that in spite of its locality and its ru-

mored connection with Grover Cleveland, "The Honourable Peter Stirling" would first demonstrate its selling powers in San Francisco; and it is no less than fantastic that Texas proved one of the best markets for "The Divine Fire." It is, of course, very easy to overadvertise a book as every once in a while a too indulgent husband again proves to a publisher; but it is not so generally understood that a campaign may be on entirely wrong lines. The entire field must be each time surveyed and every little peculiarity noted—Waterloo was lost because of a sunken road. When Macmillan published "Nathan Burke," the book was heavily advertised in advance and sold very well in advance orders. But for some reason it didn't leave the shelves. When the firm discovered that every copy sold so far had cost them seventy cents in advertising, they decided that its being a historical novel was keeping it back. In a very intelligent series of advertisements they set out to counteract such an impression and to show the public that historical novels had occasionally been good in themselves. The scheme was successful. It is part of a publisher's business to discover what may be in the public mind about the book he is issuing. In spite of the huge publicity given to Peary, for instance, Stokes spent an unusual amount in advertising "The North Pole." The newspaper publicity had been of a nature to throw derision on the whole subject, and it had to be neutralized by a judicious insistence on the idea that the book itself was valuable. This the firm accomplished by fully explaining its contents. Occasionally the most trivial idea will stick in people's minds about a book, and it is good advertising to take advantage of it. "Lady Baltimore" is an illustration of this. Some people were disappointed when, buying a book of that title, they found the scene laid in Charleston; others remembered that they had eaten a cake of the same name. Both these ideas Macmillan used. One of their advertisements was a frosted cake cut in slices, and down the edge of each slice was printed a reviewer's comment. This attracted a great deal of attention among the trade, and booksellers kept asking for that particular circular. The firm was heartily ashamed of the crudity of it, but it was as successful as any advertising they ever did. A publisher might just as well in the beginning take advantage of anything odd about a book, no matter how trivial, because the public will force him to do so in the end. All the reviewers eagerly seized upon Em'ly, the hen in "The Virginian," and she became famous from one coast to the other. The firm had many requests for "the book with the hen in it." Indeed, it sometimes happens that publishers do not foresee public response to what proves afterward, in the light of it, to be the chief idea in a book. "No. 5 John Street," says the Century Company, was a great surprise—for no one would have been justified in thinking that there was so much interest in socialism among the novel-buying public. When the firm found out that it was this element which was re-

sponsible for the large sale, they greatly helped the matter along.

TRADE CONDITIONS.

Publishers have often to force a demand on the part of the dealers when they are uncertain of a proposition or fail to size it up. In putting out "The Masterpieces in Color," Stokes was confronted with the greatest reluctance on the part of jobber and retailer to handle the book. It was something new and in spite of considerable enthusiasm, natural conservatism made them hold back. The series numbers over forty volumes now, and the total sales have been at least one hundred and fifty thousand. Another very successful book, "The North Pole," met with the same experience; the jobbers said that the newspapers had made the public sick and tired of everything relating to the Pole. When Macmillan issued "Richard Carvel" in the summer season and began to advertise it widely, every one said they were crazy. But its success was only another illustration of the fundamental law of advertising—do a new thing and it attracts attention. "The Rosary" was one of the first novels to be sold net, and the booksellers were anxious to push it on account of the greater profit. Publishers are finding out nowadays that it is best to follow a book right through the retail trade. The bookselling business is after all comparatively small, and the average bookseller is not alert; and publishers as a class have not gone as thoroughly into schooling the retail trade as have other manufacturers, who send out lessons in salesmanship and travellers whose sole business it is to educate clerks to create a demand. Bookselling is now more concentrated than before and its direction chiefly rests on the publisher. He is beginning to force the bookseller to do business by giving him window displays or offering prizes for the cleverest ones, by distributing picture postcards and large reproductions of illustrations, and by giving books to clerks to work up a personal interest. "Book-buying," says "A Publisher's Confession," "is just beginning to be general and, the few existing bookstores utilized, there is no organized machinery for finding more buyers except the book agent. Publishers are working in a business that has not as yet been developed, that is behind the economic organization of other kinds of manufacturing and selling, that awaits proper organization. The real problem is to find book-buyers whom we do not now reach, for the masses even of intelligent folks have yet hardly fairly begun to buy books."

A manifestation of this imperfection in the machinery of distribution is the universal feeling on the part of publishers that for certain kinds of books there is no satisfactory advertising medium. Musical books, for instance, receive comparatively little response from the recognized musical organs and from concert programmes. Special books of this sort always need specialized publications. A garden book, for example, gets its best responses from such papers as

The Garden Magazine, *House and Garden*, *Country Life*; an art book from *The International Studio*, *The Craftsman*, *Arts and Decoration*; health books from the various magazines devoted to that subject and from all the "new-thought" periodicals.

Another manifestation of this—and one more within the publishers' power to control—is the fact that so few of them are equipped to get directly at their public. There is a surprising difference in the travelling force of publishing companies. Even some of the leading ones have only two travellers. The number depends more or less, of course, on the kinds of books dealt in, and whether they run additional lines like picture- or novelty-books or calendars. But whatever the reason, the result is that there is a surprising difference in the number of books that are sold direct and those that are sold through the jobbers. It would seem to the outsider that the firm having the greatest travelling force was certainly taking the first step in setting about wisely to find those people whose ungettable-ness the publisher above-quoted deplores, "the people who live out of easy reach of the bookstores."

HOW BOOKS ARE ADVERTISED IN WAYS THAT ARE NOT SEEN.

Yet even if the machinery for the distribution of books is still very inadequate, the amount of individual attention which they receive from publishers is quite unappreciated—not only by the public but by the average author—simply because it is not perceived. The work that is unseen, however, is sometimes more important advertising than that which is seen. It is just as much publicity work as anything else is, and it sometimes begins months before the book appears. As has been shown, the decision about the title, the cover, and the illustrations can be a very important one. The result, which is the product of careful study of the special conditions, becomes apparent to the general public later; but the next important move remains undisclosed. This is in connection with the travellers. The firm must be able to impress its travellers, and they in turn must be able to get at and impress the trade. Some curious manifestations of personality come in here. "I would much rather," said an author to a publisher, "know that some one in the firm had a special interest in my book than that you should promise me a big amount of advertising." Being an experienced author, he saw the way such a special interest would work out. Suppose a novel, like "Sister Carrie" for instance, impresses a serious-minded traveller as a critical view of life—in his territory the book will do better than in that of a traveller who does not take to it. He will get booksellers interested, since out of the great number of books he is handling this one has attracted his particular attention; and on account of his warm interest the bookseller will find that this, of the thousands of books mechanically thrown at him, stands out in his recollection. A traveller for Stokes, for instance, took a great

fancy to Mrs. Marah Ellis Ryan's "The Flute of the Gods." He was struck with the fact that although it was a romance, the author had not allowed the demand of her artistic form to interfere with her serious study of Indian life. As a result of this, he recognized that there were greater possibilities of returns in the West than in the East; and his sagacity was confirmed. But to impress the traveller is, however, only the beginning. He and the firm must then co-operate with the dealer in special work (like displays or special advertising or circularizing) directed immediately to the latter's customers. All this special work is done quietly, and wherever there is opportunity to do it well it is more effective in tangibly producing results than any other kind of work. Another method of unseen exploitation is more general—in correspondence, in furnishing circular material and information for public distribution, and in assisting the jobber or the seller to take advance orders through the agency of posters and illustrations and "dummy" copies. For this last purpose, a publisher often furnishes a hundred dummies, sometimes entirely filled with blank leaves, sometimes containing a few chapters of the forthcoming book. A dummy is by no means an unimportant factor; it seems to have a curious psychological effect on all classes of people. "All books turn out pretty nearly the same," said a traveller, "but if I can show a man a book made up, even when there's nothing in it, I can often induce him to order." A reviewer of my acquaintance told me his imagination was much stirred by a dummy containing four chapters of a novel soon to appear, and that when it did appear he finished it with a more personal interest. Unbound sheets have been known to impress a critic. This is another illustration that, even to a hardened person who knows the game, anything unusual is advertising.

Then comes the effort to interest people whose influence counts in making others buy. This is done either by sending out full information and circulars, or by the distribution of complimentary copies. The beneficial influence of complimentary copies lies not so much in eliciting a laudatory letter which can be used for advertising purposes as in getting people to read the book while it is as yet entirely fresh and untried, and in thus providing them an incentive to talk about it. As a rule, a publisher does not use much from even the most discriminatingly enthusiastic letter; the greatest benefit results from the little centres of influence which the recipients become. The reader of an advance copy is like a first-nighter: he feels his connoisseurship, and if he discerns anything of special excellence he is eager to speak about it before the critics have an opportunity to do so. This is particularly the case when the book is by a new author or one who has not yet gained his spurs, and all the more because the reader pleasantly feels himself a patron of literature.

The next step in the publisher's unseen advertising is the general distribution of re-

view copies. This, of course, is done for practically every book published. It is impossible to influence the character of the reviews and no reputable publisher ever attempts to do so. "Some of the best reviews I get," said a publisher, "come from papers I don't give ten dollars a year to in the way of advertising." Very seldom, too, is there an endeavor on the part of a paper to make any connection between the review and the advertising departments. In sending out review copies there still, however, remains some legitimate discrimination to be made. When a publisher knows the taste of certain literary editors and the kind of work they are particularly interested in, he can direct their attention to a book they will be glad either to review personally or to put into the hands of some particularly competent or congenial critic. For such information, too, literary editors are generally grateful. It happens not infrequently that the reviewer condemns the book that is thus brought to his special attention, and the very man that welcomes such special information is generally the most independent in his judgment and the least likely to be influenced by what the publisher may say—but what he writes is the more discerning and consequently the more interesting on account of his special interest. It is in the direction of bespeaking the attention of the most competent reviewer on the staff that the latest device in book-advertising has arisen—a publisher offers a substantial prize for the most satisfactory published criticism of a recent novel. This is, in its precise form, a new idea, and like all new ideas in advertising it will probably be productive of excellent commercial results.

Finally, the wise publisher perceives that the best booksellers of the country are now welcoming news of the same character as he sends to the literary editor. This news they put into the hands of their best book clerks. While it is doubtful if such information much affects books of general appeal, it is of great importance with books of any local interest. An author, too, generally knows when his book bears any special appeal, and in such case his suggestions are very helpful. An organization, for instance, is likely to take a particular interest—in such a book, let us say, as "Woman and Labor"—and here is presented an opportunity for specialized publicity. Such specialized publicity means an immense amount of time and labor, but correspondingly little expense. The publisher of a line of books—law, medical, scientific—conducts his entire publicity work in this way, but every general publisher is doing it for some book every season.

The mere appearance of large-sized and frequent advertisements in popular publications is by no means, then, the only method of exploiting books; and many a book which has had only a modest amount of display advertising is yet being handled in the way most effective for that particular proposition. If authors could be brought to recognize how important all this unseen advance work

is, they would not bring so much pressure on publishers to put out their book within a few weeks after the final manuscript has been delivered. "Very seldom," says Stokes, "when we have yielded to the wish of the author to bring the book out at once, has the sale been as satisfactory as we should otherwise have anticipated—and when it has been so, it has come much more slowly." Sometimes an unexpected delay on the part of the publisher has postponed a book much to its benefit, because it has afforded a longer time for the preliminary work of launching.

As far as the public goes, the postponement of a widely announced book often works as an excellent advertisement in awakening interest. A delay of this sort, however, is generally due to the author. The supreme instance of this is "Chantecler." Because Mr. Allen was not ready with the "Choir Invisible," the announcements came out three months before the book, which thus got the benefit of the double advertisement as well as whatever stimulation of interest there was. Certainly the constant announcement of William Winter's "Life of Mansfield" stirred up persistent curiosity which must have made some people go to the book to find the cause of the repeated delays.

THE MODERN THEORY.

"Sometimes an ingenious scheme will sell information books in large numbers," says "A Publisher's Confession," "and advertising of this kind of book has been at last reduced to something like a science. But nobody really knows much about the advertising of novels or has worked out a general principle of much value." Perhaps the answer to that is "there is no general principle." At best there is only one so large as to be of no certain guidance: to utilize anything which is new or likely to be popular in the book. And this principle, it will be granted, demands constant and costly experimentation by the publisher. He must find out with each novel what is the specific thing he must get into the public mind about it to make it sell.

But if this is an ever-new and ever-elusive question, the advertising department has in all other ways become systematized as never before. Most publishers, for instance, have made up their minds on the matter of expenditure. About ten per cent. of the book's sale is perhaps on the high side—and this includes circularizing, catalogues, and publicity in its widest sense. A certain amount is assigned for the book; if it goes beyond the sale expected a larger appropriation is made. Secondly, they have, pretty generally, returned to the original idea of direct communication with those known to be readers and buyers. And thirdly—after experimenting with pictorial advertising, with mere publicity of name, with writing alluring announcements, with various attempts to press-agent a book in the theatrical way—they find that they have never departed for any length of time from the fundamental idea of book-exploitation, the use of the quotations

of others. Quoting from other people is the special basis of book-advertising. The initial impulse of a buyer springs from the praise of an uninterested critic or friend. Nobody buys a book on account of a publisher's praise. "What else," says the public, "would you expect of him?"

Yet it is on the cards that there can be no immutable law in advertising. "The House with the Green Shutters" is an excellent illustration that even this most obvious of rules does not always work. This book started off very modestly and with little expectation. Only after some time was it seen that a fair amount of advertising and judicious exploitation would help it along. The campaign was exceedingly discreet, but it virtually amounted to this: we do not expect to make any money on this book—we are publishing it because it is rare and genuine literature, and because we feel that fifty years from now its name on our list will give us distinction. Week after week the publishers quietly repeated the statement that the story had a very limited appeal and that only lovers of the best literature would buy it, until the people to whom the advertisement was directed began to feel that they could not afford to neglect it—especially as the purchase proclaimed them persons of unusual quality. Certainly half the readers of this subtly powerful tale must have bought it in response to this artful campaign of mere publisher's appraisal.

But, after all, only half—for in its day the admirers of "The House with the Green Shutters" (unconsciously taking their cue from the publisher) formed themselves into a sort of cult, and each novice hastened to introduce one more rare spirit into the upper circle. The enthusiastic recommendation of friend to friend is, when all has been said, a book's most effective advertisement. If people don't talk about a play at the breakfast table the next morning, the end of that play is approaching. So with a book—it is the individual advertising which counts. Only in this way can be explained the surprising popularity of some serious books. Harper's sold Haeckel's "Riddle of the Universe" for two years like a romantic novel—an abstruse treatise of almost pure philosophy. Granted a fair start and moderate persistence, a book will find its own. And—even more significant of the value of individual commendation—it will not find in the long run any other than its own. Fourteen years after publication, "The Gadfly" is the best selling of Holt's older novels, but only in the regular edition. Although they have tried it in a cheaper reprint, it almost sentimentally refuses to make any appeal to a lower class of buyers. By this time it has been thoroughly advertised, the very fact of reprint shows that it has been successful; some people must of course buy it. But they are evidently not the kind of people who like it enough to recommend it to others. Here, then, is the place where all this extensive machinery of book-advertising stops. Having presented the book to the reader, it must wait to see what he will do.

HOME UNIVERSITY LIBRARY.

HENRY HOLT & COMPANY have now ready the first ten volumes of the *Home University Library*, the series of readable books covering the results of recent research in literature, art, philosophy, religion, history, and natural and social science, an extensive notice of which was given in THE PUBLISHERS' WEEKLY, April 29.

The following is a complete provisional list of the library, which is under the general editorship of Herbert Fisher, Professor Gilbert Murray and Professor J. Arthur Thomson:

SECTION I.

History and Geography.

- The Dawn of History. Prof. J. L. Myers, M.A., F.S.A.
 Between the Old and New Testaments. Dr. R. H. Charles, D.D., Prof. Murray.
 Short History of Europe. Herbert Fisher, M.A., F.B.A.
 Ancient Greece. Prof. Gilbert Murray, D.Litt., LL.D.
 Rome. W. Warde Fowler, M.A.
 Mediæval Europe. H. W. C. Davis, M.A.
 The Reformation. Principal T. M. Lindsay, LL.D., D.D.
 The French Revolution. Hilaire Belloc, M.A.
 History of Britain. Prof. A. F. Pollard, M.A.
 Short History of Our Own Time. G. P. Gooch, M.A.
 France of To-day. Gabriel Monod.
 Germany of To-day. Maximilien Harden.
 A Short History of Russia. Prof. Paul Milyukov.
 Canada. A. G. Bradley.
 The Opening-Up of Africa. Sir H. H. Johnson, G.C.M.G., K.C.B.
 Peoples and Problems of India. Sir T. W. Holderness, K.C.S.I.
 Civilisation of China. Prof. H. A. Giles, LL.D.
 History of War and Peace. G. H. Perris.
 Polar Exploration. Dr. W. S. Bruce, LL.D., F.R.S.E.
 Evolution of Cities. Prof. Patrick Geddes, M.A.
 Liberation of Italy. G. M. Trevelyan.

SECTION II.

Literature and Art.

- English Literature (Mediæval). Prof. W. P. Ker, M.A.
 English Literature (from Mediæval to Modern). George Mair.
 The King's English. L. Pearsall Smith, M.A.
 Masters of French Literature. G. L. Strachey, M.A.
 The New Testament. Prof. B. W. Bacon, Litt.D., LL.D.
 Shakespeare. John Masefield.
 Great Writers of Russia. C. D. Hagberg Wright, LL.D.
 Architecture. Prof. W. R. Lethaby.
 Ancient Art and Ritual. Miss Jane Harrison, LL.D., D.Litt.
 The Renaissance in Art and Letters. Mrs. R. A. Taylor, M.A.
 The Italian Art of the Renaissance. Roger E. Fry, M.A.
 The Old Testament. Prof. George Moore, D.D., LL.D. (Harvard).

SECTION III.

Science.

- Introduction to Science. Prof. J. Arthur Thomson, M.A.
 Matter and Energy. F. Soddy, M.A.
 Chemistry. Prof. R. Meldola, F.R.S.
 Astronomy. A. R. Hinks, M.A.
 The Making of the Earth. Prof. J. W. Gregory, F.R.S.
 (Modern Theories of) Evolution. Prof. Patrick Geddes and Prof. J. Arthur Thomson.
 The Animal World. Prof. F. W. Gamble, F.R.S.
 The Mineral World. Sir T. H. Holland, K.C.I.E., D.Sc.
 The Evolution of Plants. Dr. D. H. Scott, M.A., LL.D.
 Anatomy and Physiology. Prof. J. G. McKendrick, M.D.

- The Human Body. Dr. A. Keith, M.D., F.R.C.S.
 Health and Disease. Dr. Leslie Mackenzie, L.G.B.
 Outlines of Anthropology. R. R. Marett, M.A.
 Introduction to Mathematics. A. N. Whitehead, F.R.S.
 Psychology. Prof. William McDougall, M.A.
 The Borderland of Science. Prof. W. F. Barrett, F.R.S.
 Crime and Insanity. Dr. C. A. Mercier, F.R.C.P., F.R.C.S.
 Modern Geography. Dr. M. Newbigin, D.Sc.
 Climate and Weather. Prof. H. N. Dickson, D.Sc.
 Problems of the Sea. Sir John Murray and Dr. J. Hjort.

SECTION IV.

Social Science.

- Parliament. Sir C. P. Ilbert, K.C.B., K.C.S.I.
 The Science of Wealth. J. A. Hobson, M.A.
 Elements of Political Economy. Prof. S. J. Chapman, M.A.
 The Stock Exchange. F. W. Hirst, M.A.
 Liberalism. Prof. L. T. Hobhouse, M.A.
 Conservatism. Lord Hugh Cecil, M.A., M.P.
 The Socialist Movement. J. Ramsay MacDonald, M.P.
 Irish Nationality. Mrs. J. R. Green.
 Common Sense in Law. Prof. P. Vinogradoff, D.C.L.
 Principles of English Law. Prof. W. M. Geldart, M.A.
 The Evolution of Industry. Prof. D. H. Macgregor, M.A.
 The Civil Service. Graham Wallas, M.A.
 Agriculture. Prof. W. Somerville, F.L.S.
 Newspapers. G. Binney Dibble.
 Sociology. A. E. Zimmern.
 Missions. Mrs. Creighton.
 Practical Idealism. Maurice Hewlett.

SECTION V.

Philosophy and Religion.

- Problems of Philosophy. Hon. Bertrand Russell, M.A., F.R.S.
 Comparative Religion. Prof. J. Estlin Carpenter, M.A.
 Nonconformity. Principal W. B. Selbie, M.A.
 Ethics. G. E. Moore.
 History of the Papacy. Dr. William Barry, D.D.
 History of Freedom in Thought. Prof. J. B. Bury, M.A., LL.D.
 Mohammedanism. Prof. D. S. Margoliouth, M.A.

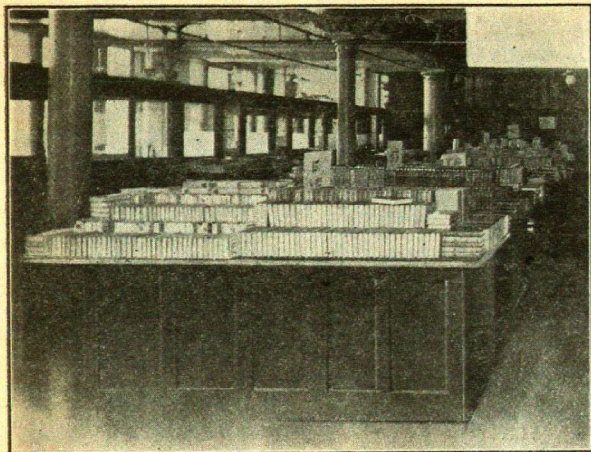
Henry Holt & Company state that the trade reception of the work has been gratifyingly cordial, advance orders being good, especially when the time of the year was considered. Typographically the books, the first of which have come to THE PUBLISHERS' WEEKLY office, make an excellent appearance.

BARSE & HOPKINS BUY STERN.

BARSE & HOPKINS announce that in addition to their already large line for 1911, they have purchased the publishing business of Edward Stern & Co., Philadelphia.

Among the many popular books taken over are the two volumes of verse by Robert W. Service, the "Canadian Kipling." "The Spell of the Yukon," the first of Mr. Service's books, enjoys continued popularity, and the famous *Teddy Bear Books*, by Seymour Eaton, now four in number, are among the most popular juveniles of the day.

Other good items in the Stern list are the "Fairy Tales from Grimm," edited with an introduction by Hamilton W. Mabie, and containing six full-page color plates, a like number of pen-drawings and border decorations by Ethel Franklin Betts; "The Men Who Found America," by Frederick Winthrop Hutchinson, with illustrations in color by F. R. Shrader and Herbert Moore; and "The Diary of a Birthday Doll," by Ethel C. Dow, with six full-page color plates by F. E. Nos-



A VIEW OF THE HERPOLSCHEIMER DEPARTMENT STORE'S
BOOK DEPARTMENT, GRAND RAPIDS, MICH.

worthy, the latter a child's story always popular with the young people.

Barse & Hopkins will issue a supplementary catalogue containing their present purchases and other items not included in their 1911 catalogue.

AMERICAN LITERATURE IN CANADA.

THE circulation of newspapers, magazines and other periodicals published in the United States is extensive among the middle and upper classes in Canada. These publications carry, as a rule, pages of advertising matter descriptive of American goods and manufactures. This is studied by the dealers and by the purchasing public. Apropos of the proposed Canadian copyright law some statistics may be of interest. They show that the value of the imports of this kind of literature from the United States was \$225,154 in 1905, \$641,843 in 1909, \$665,816 in 1910, and \$638,299 in the first 10 months of the fiscal year ended March 31, 1911. These figures do not, however, cover the single numbers mailed as issued to individual subscribers.

Of literature proper, Canada imported in the fiscal year of 1910 to the value of \$3,098,556, of which \$2,081,515 worth came from the United States and \$856,007 from Great Britain.

For the first 10 months of the last fiscal year the value of literature imported by Canada was \$2,907,736, and of that total \$1,990,410 was from the United States. It thus appears that the monthly average in the fiscal year 1910 was \$258,213, and in the last year, \$290,773. Works of fiction and periodicals read in Prince Edward Island, for instance, come almost exclusively from the United States.

COPYRIGHT MATTERS.

GERMAN-AMERICAN RELATIONS.

In September, 1910, there was founded at Berlin, at the new Royal Library, the American Institute, which, though under the ulti-

mate jurisdiction of the Prussian royal minister of education, is directed by Professor Hugo Münsterberg. Its aim is to cultivate and encourage everything tending toward an *entente cordiale* between America and Germany, especially in things intellectual, in literature, education, science and art. It is in consonance with this avowed aim that the Institute has put itself at the service of the German booktrade, and of German authors in general, to facilitate for them the procedure necessary to obtain American copyright.

Beginning April 1, 1911, according to *Le Droit d'Auteur*, the Institute takes upon itself, entirely free of charge, the work of forwarding from Berlin to Washington the necessary copies of books. Publishers and authors desiring that it should

serve as their intermediary have only to send it two copies of the German edition, provided with the necessary American copyright notice (Copyright by _____, 19—), either via F. Volckmar, Leipzig, or via the Forwarding House (*Maison d'expédition*) of the Berlin booktrade at Berlin, who will forward copies to the Institute.

The tax to be paid at Washington is \$1 (4 m. 20 pf.), but that is the only expense for which the German is liable, for the Institute has deposited a fund at Washington for all contingent expenses. This considerable simplification in securing copyright will probably work to increase the number of German books—actually as well as comparatively still small—for which American copyright is sought. It will also permit the organization of a better system for marketing here German original and translated works.

For the present, these facilities of the Institute are accorded only to books. For musical and artistic works, however, the German, Book, Art and Music Agency, Breitkopf & Härtel, 24 W. 20th Street, New York City, will continue to act as copyrighting agents.

COPYRIGHT RELATIONS WITH SWEDEN.

By the President of the United States of America.

A PROCLAMATION.

WHEREAS it is provided by the Act of Congress of March 4, 1909, entitled "An Act to amend and consolidate the Acts respecting copyright," that the benefits of said Act, excepting certain of the benefits under section 1(e) thereof, as to which special conditions are imposed, shall extend to the work of an author or proprietor who is a citizen or subject of a foreign state or nation, only upon certain conditions set forth in section 8 of said Act, to wit:

(a) When an alien author or proprietor shall be domiciled within the United States at the time of the first publication of his work; or

(b) When the foreign state or nation of which such author or proprietor is a citizen or subject grants, either by treaty, convention, agreement, or law, to citizens of the United States the benefit of copyright on substantially the same basis as to its own citizens, or copyright protection substantially equal to the protection secured to such foreign author under this Act or by treaty; or when such foreign state or nation is a party to an international agreement which provides for reciprocity in the granting of copyright, by the terms of which agreement the United States may, at its pleasure, become a party thereto:

And whereas it is also provided by said section that "The existence of the reciprocal conditions aforesaid shall be determined by the President of the United States, by proclamation made from time to time, as the purposes of this Act may require";

And whereas the King of Sweden has declared, under authority of law, that from and after June 1, 1911, citizens of the United States shall be entitled to all the benefits conferred by the copyright law of Sweden:

Now, therefore, I, William Howard Taft, President of the United States of America, do declare and proclaim that one of the alternative conditions specified in section 8, of the Act of March 4, 1909, will be fulfilled in respect to the subjects of Sweden on June 1, 1911, and that the subjects of Sweden from and after that date will be entitled to all of the benefits of the said Act except under section 1(e) thereof controlling the mechanical reproduction of a copyrighted musical work.

In testimony whereof, I have hereunto set my hand and caused the seal of the United States to be affixed.

Done at the City of Washington this twenty-sixth day of May, in the year of our Lord one thousand nine hundred and eleven, and of the Independence of the United States of America the one hundred and thirty-fifth.

WM. H. TAFT.

By the President:

P. C. KNOX, *Secretary of State.*

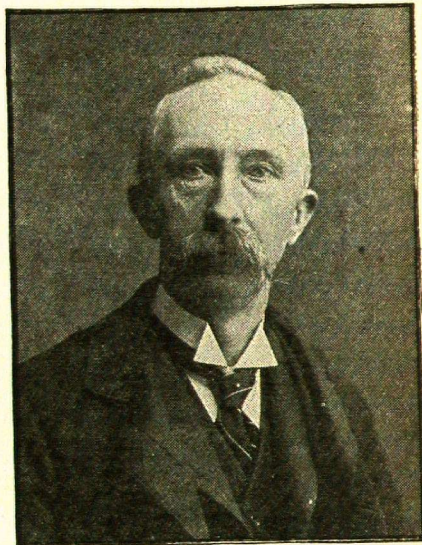
OBITUARY.

CASS RICHARDSON.

CASS RICHARDSON, head of the department of rare books and fine bindings at E. P. Dutton & Co.'s, died at his home, 11 West 84th Street, New York City, on June 9, after a brief illness. In April last he left with his wife on a customary yearly trip to the British book market, but while in England a serious illness developed which necessitated his immediate return. He lingered hopelessly for ten days only after returning.

Mr. Richardson was born in Almond, Allegheny County, N. Y., about sixty-two years ago. For twenty-five years he was engaged in the shoe trade at Hornellsville, but owing to reverses in business he came to New York

fifteen years ago and secured a clerkship with E. P. Dutton & Co. His love of books and knowledge of literary values gathered unprofessionally in earlier life soon brought him to the front as a bibliophile, and for more than ten years he successfully managed and largely developed their rare book department. He was a member of the Booksellers' League for many years, serving continuously on its board of managers and as its eighth president, 1903-04. His gentle manner, warm sympathies and kindly humor endeared him to all his business associates and to many others in the book world who had the good fortune to know the man and the charm of his personality.



CASS RICHARDSON.

A special meeting of the Board of Managers of the Booksellers' League was held at the office of B. W. Huebsch on the 13th inst., when the following minutes were unanimously adopted:

The Booksellers' League of New York learn with the deepest regret of the death of Cass Richardson.

From the foundation of the League he was one of its most earnest and active members, serving as president, besides filling other offices of responsibility and trust faithfully and well. In his death we have lost the genial companionship of one who was doubly endeared to us all by his deep personal interest in all that pertained to the welfare and happiness of his associates, as shown by his long continued efforts in behalf of the League, and that feeling of comradeship and warmth of character experienced by those who came in contact with him. Ever ready to help in any emergency by personal assistance or advice, his loss will be the more keenly felt by us all.

To the bereaved widow, who has to endure the burden of loss and grief, we extend our deepest and most sincere sympathy.

EDWARD N. CRANE, president of the D. Van Nostrand Company, died suddenly Tuesday at his home, No. 354 Mount Prospect Avenue, Newark, N. J. He had presided Monday night at a dinner given by the Park Presbyterian Church, in the work of which he had been active, and about an hour after reaching home was seized with acute indigestion, from which he died shortly after his physician arrived. Up to the time of the attack he was apparently in the best of health. Mr. Crane was sixty-five years old, and leaves a wife and six children. He was not active in the work of the Van Nostrand Company, his vice-presidency of the Arlington Company, celluloid manufacturers, being his chief interest. Mr. Crane was a great lover of books, and had assembled an extensive private library. He was also a member of the Cartaret Book Club. In 1862, graduating from the Newark High School, he entered the employ of Condict & Wheeler Saddlery Hardware Company. In 1889 he became president of the United States Industrial Life Insurance Company, where he retained an interest until 1892, after which he centred almost all his attention in the Arlington Company. The funeral services were held Thursday, D. Van Nostrand Company being closed for the day.

PERSONAL NOTES.

FRED E. WOODWARD, manager of the Book Department of Woodward & Lothrop, Washington, recently gave a Sunday evening talk on "Books and Reading To-day" to the naval cadets of the Y. M. C. A. at Annapolis. In it he names one hundred favorite books, a selection in comprehensive groups, ranging all the way from the "Statesman's Year Book" to "Tom Sawyer."

THE one hundredth anniversary of the birth of Harriet Beecher Stowe occurred on June 14. Apropos of this event, a new biography of the author of "Uncle Tom's Cabin," written by her son, Charles Edward Stowe, and her grandson, Lyman Beecher Stowe, has just been published by Houghton Mifflin Co. Instead of following the ordinary biographical method, the authors have told the story of Mrs. Stowe's dramatic career as though she were the heroine of a novel.

CHIEF SCOUT ERNEST THOMPSON SETON, of the Boy Scouts of America, is back at his wild forest preserve, Wyndygoul, near Cos Cob, Conn., after marking a milestone in the history of the great boys' organization by laying the cornerstone of the first Boy Scout Armory at Mount Washington, Baltimore, Md. About 500 Boy Scouts attended the ceremonies which began with the crack o' dawn. Mr. Seton has just returned to his publishers, Doubleday, Page & Company, the corrected proofs of his latest boys' book, "Rolf in the Woods," which will be published early this summer.

PERIODICAL NOTES.

SUSPENSION of publication of the Chicago *Daily Socialist* was announced last week by

E. H. Stangland, manager of the publication. The paper had been issued for the last five years and was said to have had a circulation of 40,000.

THEODORE STANTON, son of Elizabeth Cady Stanton, who returned from Europe Saturday, brought with him the news that a number of prominent and influential men in Europe and this country are behind a movement to publish what will be known as an international daily newspaper. The plans have progressed so far that it has been decided to begin publishing the paper in Paris in January.

REPRESENTATIVE TAYLOR, of Colorado, introduced Tuesday a bill authorizing all postmasters in the United States to accept subscriptions for the *Congressional Record* at \$1 a year. Mr. Taylor evidently believes there will be a rush to accept this bargain rate, because his bill provides that when these subscriptions reach 1,000,000 the public printer shall mail the *Record* to subscribers under the Government frank. The *Record* now costs \$4.50 a year to the public.

LITERARY AND TRADE NOTES.

JUNE 24 has been set by the Century Company for the date of issue of "Thorpe's Way," a novel much in the style of George Bernard Shaw, by Morley Roberts, a novelist better known in England, perhaps, than in this country. "Thorpe's Way" is described as a blend of mediæval romance and modern socialism.

HARPER & BROTHERS announce the publication this week of the following new books: "Shop Management," by Frederick W. Taylor, author of "The Principles of Scientific Management;" "Parting Friends," a new farce by W. D. Howells; "The Revolutions of Civilization," by W. Flinders Petrie, in *Harper's Library of Living Thought*.

IN "Through the Heart of Canada," published by A. C. McClurg & Company, Frank Yeigh, author of "Ontario's Parliament Buildings," gives a comprehensive view of the Dominion, beginning with Nova Scotia, and working westward through New Brunswick, the Magdalen Islands, Quebec, Montreal, Ontario and the mountain regions to British Columbia and the coastal cities.

L. C. PAGE & COMPANY have just announced for publication a new volume in the popular *Art Galleries of Europe Series*—"The Art of the Vienna Galleries"—by David C. Preyer, devoted to descriptions of the paintings in the Belvidere and Imperial Museum, the National Academy, the Liechtenstein and many minor collections. Mr. Preyer, the author, will be recalled as the writer of "The Art of the Netherland Galleries" and "Art of the Metropolitan Museum of New York."

COMMENTING on the proposed Canadian copyright law H. G. Wells says: "Authors are so used to having their rights stolen that I am not deeply moved," and Jerome K. Jerome: "So long as authors neglect politics, while printers and paper-makers keep awake, we must expect injustice." Sir Gilbert

Parker thinks that Canada "cannot legally enforce a printing clause against the British author." Robert Barr, on the other hand, professes himself "delighted" with the bill.

ELLEN GLASGOW, who first won renown about twelve years ago, has added to her list of novels "The Miller of Old Church," a story of contemporary Virginia, published by Doubleday, Page & Company. The love affair of dainty Molly Merryweather and Abel Revercomb, the miller—bigger, stronger and kinder than any one she has ever seen—might have ended unhappily if Molly had not been a person of unswerving loyalty as well as discrimination.

WE are in receipt from the Hills & Hafely Company of their sixth annual catalogue of Christmas cards, calendars, New Year's cards, autograph Christmas greetings in boxes with envelopes, and other stationery novelties of English design and manufacture. While distinctive in character, they appeal to people of culture and the society trade of the United States. The catalogue is an attractive little 16mo, neatly and thoroughly illustrated.

THE New York Times is authority for the news that a St. Petersburg publisher has just brought out a large octavo volume of hitherto unprinted letters written by Tolstoy to various relatives, friends or acquaintances between 1848 and 1908. This collection of letters, which reached the Russian booksellers of New York recently, is expected to throw a flood of light upon the writer's literary methods and mental processes, as well as upon the development of his character during a period of 60 years. Among the Count's numerous correspondents were men of various races and nationalities, including even the Japanese.

ROBERT LOUIS STEVENSON'S lines—

"I have just to shut my eyes
To go sailing through the skies—
To go sailing far away
To the pleasant Land of Play."

have inspired the preparation for early publication of a new child's gift-book, "Land of Play." The volume is being compiled by Sara Tawney Lefferts. There are to be ten full pages in colors by M. L. Kirk and many pen and ink sketches in text by Florence England Nosworthy. Cupples & Leon Company, the publishers, have designed this volume for the "graduates" of their handsome edition of "Favorite Rhymes of Mother Goose."

THOMAS H. MAWSON, a prominent English landscape architect, and author of books on civic architectural improvement, whose latest work, "Civic Art" (studies in town planning, parks, boulevards and open spaces), has just been published in this country by Charles Scribner's Sons, is now travelling about the United States for the purpose of viewing various cities from the artistic point of view. He was one of the speakers at the opening of the big City Planning Convention in Philadelphia in the middle of May. His aim is to find out what methods American cities have employed to make themselves more beautiful. He is also the author of the "Art and Craft of Garden-making."

It was among the Germans and the Scandinavians that Mark Twain found most complete and ready response says a writer in the current *Bookman*. His stories of the Argonauts, his narratives of the wild freedom of the life on the Mississippi appealed to the Germanic passion for the fantastic and the grotesque. In Vienna, Mark Twain was fêted in an unprecedented manner. In Berlin the Kaiser bestowed upon him the most distinguished marks of his esteem. When the command to dinner came from the Kaiser Mark Twain's young daughter remarked that if it went on like this there soon would be left no one for him to become acquainted with but God. Mark said that it seemed uncomplimentary to regard him as unacquainted in that quarter; but of course his daughter was young, and the young are inclined to jump at conclusions.

THE last months of Tom L. Johnson's life were devoted to the preparation of a narrative of his struggle with special privilege. But this necessitated a discussion of his political and social relations, and as the work expanded it became a story of his life. This fascinating autobiography—the incredible account of a self-made man who, converted to a new principle, renounced all worldly gain when he had triumphantly acquired it and gave himself and his fortune for the realization of an ideal—will become part of the history of the industrial and economic evolution of the United States. Mr. Johnson's early career as a monopolist, his street railroad fights, his contests with such capitalists as Mark Hanna, his political fights, his association with Henry George, his ambitions and successes as an inventor, are only a few of the subjects which he wrote of. Extracts from the story will appear in a monthly magazine, but it will appear in book form in its entirety in the early fall with the imprint of B. W. Huebsch, New York.

JOHN LANE COMPANY'S new books are particularly adapted to the summer reading season, and three refreshing novels have just been published by that house. Parker H. Fillmore, who caused so many hearty laughs by his story, "The Hickory Limb," has written a neighborhood chronicle, entitled "The Young Idea." This is a real story of real American child-life and contains characteristic illustrations by Rose Cecil O'Neill. Horace W. C. Newte has made a decided departure from his former novels, "The Sins of the Children" and "Sparrow," and has produced a delicious satire of a countess who became a socialist and the laboring man who became her protégé and fell in love with her daughter, and called it "The Socialist Countess." In "Billy," by Paul Methven, author of "Influences," the heroine is a pleasure-loving, athletic, out-of-door girl who vowed never to renounce her independence by accepting an offer of marriage. "The Nelsons of Burnham Thorpe" is one of the serious works announced for publication June 16. It is a record of a Norfolk family, compiled from unpublished letters and note books, 1787-

1842, by M. Hyre Matcham, and contains a photogravure frontispiece and fourteen other illustrations.

THE recent record price at the Hoe sale of \$21,000 for Wynkyn de Worde's "Helyas, Knight of the Swanne," gives point to a note in the last *Publishers' Circular* on the will of that worthy early English printer. In addition to being a type-founder, he was a printer, publisher and stationer. He died in London in 1544: "In his curious will appears the following bequests: For tithes forgotten, 6s. 8d. Item: To the Fraternity of Our Lady, of which I am a brother, 10s., to pray for my soul. To my maid, £3 in books. To Agnes Tidder, widow, 40s. in books. To Robert Darley, £3 in printed books. To John Barbanson, 60s. in books and 10 marks. To Hector, my servant, 5 marks sterling in books. To Wislin 20s. in printed books. To Nowel, the bookbinder, in Shoe Lane, 20s. in books. To Simon, my servant, 20s. in printed books. To every one of my apprentices, £3 in printed books. To John Butler, late my servant, £6 in printed books. To my servant, James Ganer, in books, 20 marks. And forgive John Bedel, stationer, all the money he owes me, &c., for executing this my will with James Ganer, and that they, with the consent of the wardens of the parish of St. Bride's, purchase at least 20s. a year in or near the city, to pray for my soul and say mass. To Henry Papwell, stationer, £4 in printed books. To John Gouge, forgive what he owes me, and £4. To Robert Copland, 10 marks. And to Alard, bookbinder, my servant, £6 15s. 4d."

BUSINESS NOTES.

CHICAGO, ILL.—Nine years ago April 1 Frank K. Reilly and Sumner C. Britton, formerly of The George M. Hill Co., started business in a small way under the name of The Madison Book Co. One year later the concern was incorporated under the name of The Reilly & Britton Co. with a nominal capital of \$2500. Of recent years the surplus of the company has been entirely out of proportion to its capital stock, and for that reason the latter has been increased to \$200,000, all fully paid in. With the increase of the capital stock several new stockholders were taken in, including the principal salesmen, S. H. Darst and William F. Lee, together with several other valued employees, both Mr. Reilly and Mr. Britton being strong advocates of the theory of profit sharing with faithful employees.

DALLAS, TEX.—The B. J. Robert Book Co., recently organized, has bought out the Texas Baptist Book House.

GRAND RAPIDS, MICH.—The Herpolsheimer Department Store recently issued a souvenir booklet of their enlarged quarters in their new ten-story building. The pamphlet is in itself an attractive bit of printing, full of illustrations of the various departments, several in full color. A vista of the book department is shown on another page of this week's PUBLISHERS' WEEKLY.

MILWAUKEE, WIS.—On May 16 the Diede-

rich-Schaefer Company succeeded to the business of the former old and well-known firm, The M. H. Wiltzius Company, in the church and religious goods business. M. H. Wiltzius retires from this firm to enter exclusively into the manufacture of fine statuary at 317-319 Milwaukee Street. The business will be continued as heretofore at 413-417 Broadway, the stock comprising first-class articles in every branch of the church and religious goods business, ecclesiastical and other books, etc.

MONTCLAIR, N. J.—The Edward Madison Co. are planning to erect a store and office building at a cost of about \$60,000.

ST. JOSEPH, MO.—The American Book & Magazine Exchange Co., Inc., has sold the St. Joseph Book Shop to Charles Tilton, who has moved it to the new building at 625 Francis Street, St. Louis, Mo.

ST. LOUIS, MO.—The American Book & Magazine Exchange Co., Inc., has taken over the business of the St. Louis Book Co., 904 N. Grand Avenue, and the West End Book Exchange, at 1029 N. Grand Avenue, consolidating the stocks at the latter address. Plans are now being drawn for a building to house under one roof the stock of these several stores, including 120,000 volumes of Taylor's Book Shop and of the American Magazine Exchange, now located at 3518-22 Franklin Avenue.

AUCTION SALES.

JUNE 19, 20, 10:30 A.M., 2:30 P.M.—Valuable library of the late John Ashhurst and Richard L. Ashhurst, and valuable oil paintings by Thomas Sully and Rembrandt Peale, porphyry vase and large Staffordshire jardiniere.—*Samuel T. Freeman.*

JUNE 19, 20, 2:30 P.M.—Catalogue of a further portion of the library of the late Edward Everett Hale, with some additions. (No. 408.)—*Merwin-Clayton.*

JUNE 22, 10 A.M., 2 P.M.—Miscellaneous books, New England histories, genealogy, newspapers, trails, Indian memoirs, art and architecture, early printed books, bibliography, limited editions, court memoirs, curious and dramatic literature, romances, travels, dog books, standard authors, etc.—*Libbie.*

JUNE 22, 23, 2:30 P.M.—Collection of books and prints, book-plates, etc.—*Merwin-Clayton.*

PICK-UPS.

"THERE'LL COME A TIME SOME DAY."

PARCELS-POST packages for destinations in Brazil will now be accepted by the United States mails. Sumatra, Tasmania, Archangel, and Kandahar are understood to be next in order, with faint prospect, in the end, of the United States.—*Evening Post.*

APROPOS OF THE HOE SALE?

"AND your husband gave \$50,000 for that old book?"

"Yes," replied Mrs. Cumrox.

"To show how much you care for literature, I suppose."

"No. To show how little we care for \$50,000."—*Washington Star.*

CLASSIFIED ADVERTISING

One line, \$5; two, \$8; three, \$12; four, \$15 a year. For special rates for "Books Wanted" see that heading.

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COMPLETE BOOK MANUFACTURING

Braunworth & Co., 16 Nassau St., Brooklyn, N. Y.
Near Brooklyn Bridge.
Printers and Binders.
Large and complete facilities for Book making.
Write for representative to call.
Consultation invited.

Surr Printing House, Frankfort and Jacob Sts.,
New York. Complete facilities for composition,
electrotyping, presswork and binding.

W. B. Conkey Company, Book Manufacturers for
Publishers and Authors; composition; electrotyping;
presswork; bookbinding. We have the latest and
most up-to-date machinery and a larger equipment
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prompt service; splendid shipping facilities; right
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The De Vinne Press, 395 Lafayette St., New York.
Fine Book Work, Illustrated and Plain.
Privately Printed and Limited Editions.
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Isaac Goldmann Co., 200-204 William Street, New
York. Up-to-date Equipment for printing of every
description. Composition in All Modern Languages.
Presswork on Rotary, Cylinder and Harris Presses.

William G. Hewitt, 61-67 Navy St., Brooklyn, N. Y.,
Manufacturer of books, catalogs and magazines at the
best competitive prices. Composition, electrotyping,
stereotyping, presswork and pamphlet binding.

Write to L. H. Jenkins, Richmond, Va., for the
manufacture of books, composition, printing or bind-
ing. Large plant devoted exclusively to edition work.
Work for publishers a specialty. Right prices.

J. B. Lyon Company, Albany. Law and subscrip-
tion book makers. General printers. Twenty-five
composing machines, forty presses. Complete
electrotype and stereotype foundries and binderies.

The Merrymount Press, D. B. Updike, 232 Summer
St., Boston, undertakes all classes of printing which
demand fine types, good press work, accurate proof-
reading and tasteful typographic treatment.

The Norwood Press, Norwood, Mass.
J. S. CUSHING CO., Composition and Electro.
BERWICK & SMITH CO., Presswork
E. FLEMING & CO., Binding
New York Office: N. J. SMITH, 32 Union Square.

The Plimpton Press, Norwood, Mass., New York
Office, 70 Fifth Ave. All kinds of Book Printing.
Binding in Cloth and Fine Leather. "Perfect Book-
making in its Entirety."

The Publishers Printing Company, 419-421
Lafayette St., New York. Thoroughly equipped for
all classes of book, magazine, cut and color work.

J. F. Tapley Co., 531-535 West 37th St., New York.
Makers of Books for particular people. "The Pro-
gressive Binders." Cloth and leather edition work.

The Trow Press, 201-213 E. 12th St., New York. Com-
plete Book, Job and Magazine Office, fine color work
catalogues, etc., modern machinery, large facilities.

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The Sherrer Composing Co., 102 St. Clair St.,
N. W., Cleveland, O. High grade book and magazine
composition. Write for our specimen book. Lino-
types.

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Hall Tone Press, Ltd., 326-328 West 41st St., N. Y.
Publication work; general printing; electrotyping.

The Rockwell & Churchill Press, 291-293 Con-
gress St., Boston. Book Composition, Electro., and
Presswork. High grade work; prompt service.

Scientific Press, 135-137 Johnson St., Brooklyn, N. Y.
Music Books; High grade mathematical book
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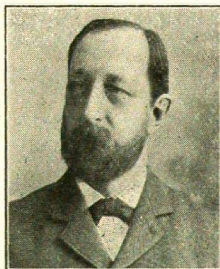
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 1872.

Review of Reviews, April, July, 1891.

Forum, Aug., Sept., 1886; May, '95.
 World's Work, Nov., Dec., 1900; Jan., Feb., '01.

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 1881.

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 American Journal of Med. Sciences, 1905, vol. 2.
 Marine Engineering, vol. 10, 1905.
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 Encyclopædia Americana, 16 vols. 1904.
 American Math. Monthly, vols. 1 to 16, 1894-1909.

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 Philosophical Review, vols. 1-3, 1892-'94.
 Twentieth Century Quarterly, April, Sept., Nov., 1906.

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